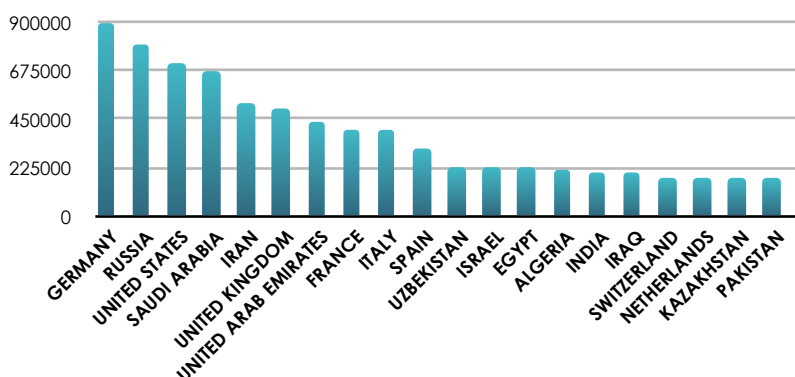


HIGHLIGHTS & UPDATES FROM MEDIA PORT ADVERTISING AT ISTANBUL AIRPORT

MAY'23



TOP 20 DESTINATIONS Q1 2023

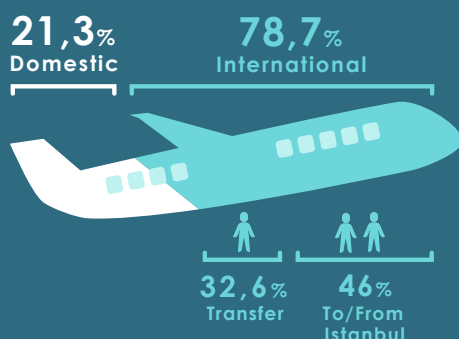


A unique mix under one roof, where the world meets

- Germany is the top European market for IST, followed by Russia, the UK, France, Italy and Spain.
- Gulf countries and Israel are among the leading Middle East routes.
- USA is one of the key markets with 710.654 passengers in Q1, an increase by 43% compared to Q1 2022, on **direct flights to 12 US cities**, and third after Germany and Russia.

PASSENGER PROFILE

4.3% increase in International Passengers compared to Q1 2022.



Top 10 airports

By traffic volume

Q1 2023



01	LHR	London	16,932,588
02	IST	Istanbul	16,404,083
03	CDG	Paris	14,311,402
04	MAD	Madrid	13,421,326
05	AMS	Amsterdam	12,263,729
06	FRA	Frankfurt	11,349,910
07	BCN	Barcelona	9,970,565
08	SAW	Istanbul	7,985,699
09	LGW	London	7,468,590
10	FCO	Rome	7,238,319

LOWER CPM – HIGHER IMPACT

- Istanbul Airport was the **busiest major hub of Europe in 2022**, with over 64 million passengers.
- In **Q1-2023**, with a 44% increase compared to Q1-2022, it reached **16.4 million passengers**. What is more significant is that this is **7% higher than pre-pandemic** levels.
- It is **globally 7th** in 2022 after five major US airports **as the leading European hub** in the Top 10 list of busiest airports by total passenger traffic.
- We expect **72 million passengers in 2023**, which will keep IST in the Top 3 of Europe, if not the leader.

(Sources: ACI Data / IGA)

TARGETING THE WORLD

- An unmatched international passenger mix originating from/ traveling to **342 destinations in 129 countries** on four continents through Turkish Airlines' global network.
- Over 70 airlines contribute to this **unique international mix**.
- What is also unique is IST serves all its passengers **under one roof – in a single terminal**. Average connecting time of international transfer passengers is +/- **2 hours**

- **18-20%** - The ratio of Business Class, Star Alliance Gold Members and iGA Pass holder passengers.
- It is **topping the Best Airports 2023 - 60+ million passengers category** and 6th in The World's Top 10 Airports of 2023 of Skytrax World Airport Awards



TRAVEL RETAIL

- Retail area of Istanbul Airport is located at the terminal's core and is designed to accommodate all transferring and departing passengers during their dwell time.
- The average number of passengers at Bosphorus – the main Duty-Free & Retail Street, reached **73.000 daily** levels in Q1 2023, with a 53% increase compared to Q1 2022.
- In 2022 top advertising investment at Istanbul Airport by sector came from Perfume & Cosmetics (57%), Luxury Retail & Fashion (17%) and Watch & Accessories (12%).
- **Luxury Square** of the Bosphorus has expanded to provide a more seamless shopping experience to high-end customers, and we have lightboxes and digital units around this location.



NEW UNIT: INTERNATIONAL ARRIVALS CORRIDOR MONITOR NETWORK



We installed a total of 9 new digital screens in the International Arrivals Passport Control Area, making it a total network of 20 screens. In addition, we installed 22 digital screens (65 inches) in West & East Arrivals Corridors after passport control en route to the Baggage Claim area. With these new investments, we now have a **63 screen / 77 face digital screen network to cover all arriving and transferring passengers**. This network is available for booking and may be combined with other networks.

HIGHLIGHTS & UPDATES

- The 2023 UEFA Champions League Final takes place in Istanbul, and the city will host more than 100.000 football fans & sponsors at the beginning of June. Brands are getting ready to welcome them starting from the airport.
- Brands celebrating Mother's Day took the stage in various parts of the airport to inspire.
- Our new digital screen unit between the main duty-free area and the Turkish Airlines Business Lounge is available as of April to book for campaigns targeting premium travelers.



MEDIA PORT AT RIGA INTERNATIONAL AIRPORT - LATVIA



Our Digital Triangle unit, located at the heart of the terminal, is available for advertising at Riga Airport.

The next new investment of Media Port in Riga will be a giant digital screen at the check-in hall, which will be live as of summer 2023.

To advertise at Riga Airport:
salesteam@mediaport.lv



For more information about advertising opportunities at Istanbul Airport please contact us: salesteam@mediaport.com.tr



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