



KL3350	AMSTERDAM	1850	GATE CLOSURE
T34715	ABERDEEN	1715	CHECKING IN CLOSURE
EO407	EDINBURGH	1730	CHECKING IN CLOSURE
EO407	PARIS CDG	1735	CHECKING IN CLOSURE
BO115	BRUSSELS	1740	CHECKING IN CLOSURE
T34708	SOUTHAMPTON	1745	CHECKING IN CLOSURE
RO206	GLASGOW	1755	CHECKING IN CLOSURE
BE740	BELFAST CITY	1800	CHECKING IN CLOSURE

Blackpool  
INTERNATIONAL  
for Lancashire and the Lake District



Blackpool International Airport  
ADVERTISING OPPORTUNITIES




# Airport Partners - at Blackpool International Airport

**Airport Partners** are the sole advertising contractor for fixed poster, promotional and sponsorship opportunities at **Bristol, Newcastle, Leeds Bradford, Exeter, Glasgow Prestwick, Plymouth, Blackpool, Gloucestershire and the Highlands and Island Airports.**

**Blackpool International Airport** first started flying in **1909**, making it the oldest airport in England. In **1995** the new terminal building was opened, and the old wooden building was demolished. In **2006 £2million** was spent on the refurbishment of the passenger terminal, giving the capacity to handle **2 million** passengers per year. In **2009** nearly **280,000** passengers passed through the airport.

**Airport Partners** offers the opportunity to promote your message to an ever increasing audience, with a wide range of interior and exterior advertising sites, including promotional and sponsorship opportunities. Airport advertising offers a controlled environment in which we can maximise the effectiveness of your message to a defined audience, targeting passengers at different points of their journey. We welcome creative ideas and offer the opportunity of a full site tour with a member of the Airport Partners sales team, where we can discuss specific requirements and tailor an advertising campaign on an individual basis.



KL330	AMSTERDAM	1755	CHECKING IN 00-04
TM715	AMSTERDAM	1755	CHECKING IN 00-04
BO407	EDINBURGH	1755	CHECKING IN 20-26
BO407	PARIS CDG	1755	CHECKING IN 20-26
BO615	BRUSSELS	1740	CHECKING IN 00-26
T34706	SOUTHAMPTON	1745	CHECKING IN 00-04
BO396	GLASGOW	1755	CHECKING IN 20-26
BE742	BELFAST CITY	1800	CHECKING IN 01-02
LS205	AMSTERDAM	1800	CHECKING IN 08-11
LS293	BELFAST INTL	1800	CHECKING IN 08-11
BO419	HEATHROW	1805	CHECKING IN 20-26
FR167	DUBLIN	1850	
FR159	DUBLIN	2135	

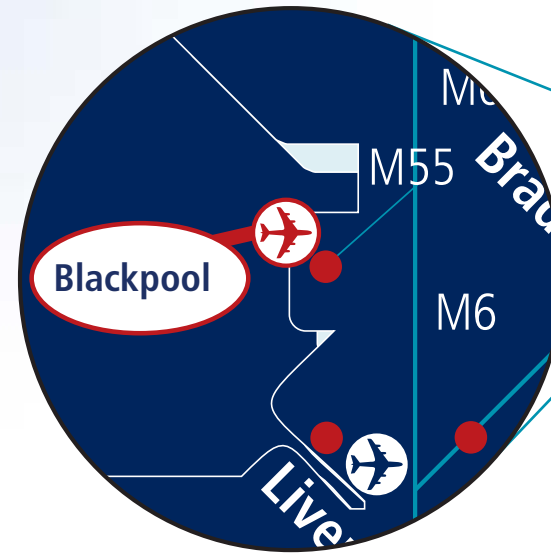
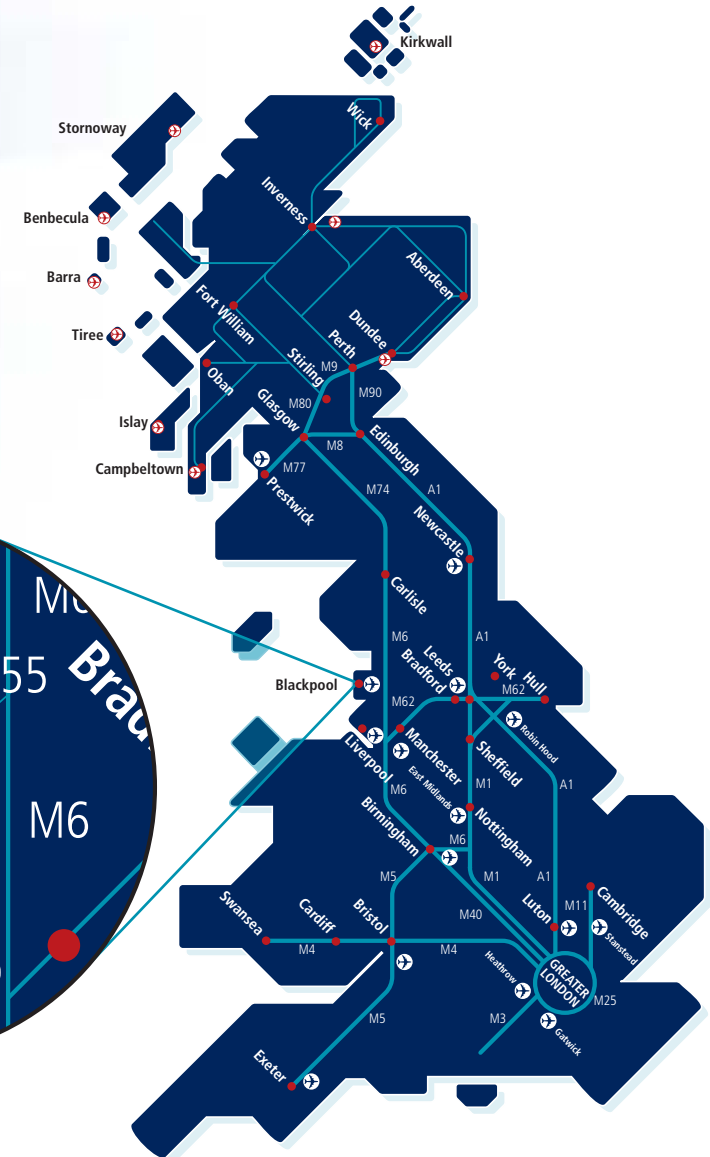


# How To Find Blackpool International Airport

Blackpool International Airport offers passengers a congestion-free alternative for air travel in and out of the Northwest

## WHY BLACKPOOL?

In **2008** nearly **450,000** passengers passed through the airport.



BA1402	MILFORD	1837	CHECKING IN 03-04
T34712	HEATHROW	1715	CHECKING IN 03-04
BO407	EDINBURGH	1730	CHECKING IN 20-28
BO107	PORT GLO	1755	CHECKING IN 03-20
BO415	BRUSSELS	1740	CHECKING IN 03-28
T34708	SOUTHAMPTON	1745	CHECKING IN 03-04
BO286	GLASGOW	1755	CHECKING IN 20-28
BE742	BELFAST CITY	1650	CHECKING IN 01-02
LS205	AMSTERDAM	1820	CHECKING IN 08-11
LS293	BELFAST INTL	1030	CHECKING IN 08-11
BO419	HEATHROW	1005	CHECKING IN 20-28
FR187	DUBLIN	1850	
FR159	DUBLIN	2135	



# International Flights



KL1550	AMSTERDAM	17:00	CHECKING IN 20-28
TS4715	AMSTERDAM	17:00	CHECKING IN 20-28
ED407	EDINBURGH	17:00	CHECKING IN 20-28
ED407	EDINBURGH	17:00	CHECKING IN 20-28
ED015	BRUSSELS	17:00	CHECKING IN 20-28
T34706	SOUTHAMPTON	17:00	CHECKING IN 03-04
ED030	GLASGOW	17:00	CHECKING IN 20-28
BE742	BELFAST CITY	10:00	CHECKING IN 01-02
LS205	AMSTERDAM	18:00	CHECKING IN 08-11
LS200	BELFAST INTL	10:00	CHECKING IN 08-11
BD419	HEATHROW	10:00	CHECKING IN 20-28
FR157	DUBLIN	14:00	
FR159	DUBLIN	21:00	



# Domestic Flights



KL1350	AMSTERDAM	17:57	CHECKING IN 20-08
TS4715	AMSTERDAM	17:57	CHECKING IN 20-08
ED407	EDINBURGH	17:58	CHECKING IN 20-08
ED407	BRISBANE	17:58	CHECKING IN 20-08
ED407	BRUSSELS	17:40	CHECKING IN 20-08
T34706	SOUTHAMPTON	17:49	CHECKING IN 09-04
ED090	GLASGOW	17:55	CHECKING IN 20-08
BE742	BELFAST CITY	18:00	CHECKING IN 01-02
LS205	AMSTERDAM	18:00	CHECKING IN 09-11
LS200	BELFAST INTL	18:00	CHECKING IN 09-11
BE419	HEATHROW	18:08	CHECKING IN 20-08
FR157	DUBLIN	18:50	
FR159	DUBLIN	21:05	



# Major Airlines & Tour Operators

- Aer Arann
- Flybe
- Freedom Travel
- Jet2
- Manx 2
- Newmarket Holidays

KL1550	AMSTERDAM	1735	CHECKING IN 20:00
TS4715	AMSTERDAM	1737	CHECKING IN 20:00
80407	EDINBURGH	1738	CHECKING IN 20:00
80407	EMBS/CDG	1738	CHECKING IN 20:00
80410	BRUSSELS	1740	CHECKING IN 20:00
134706	SOUTHAMPTON	1749	CHECKING IN 09:04
ED030	GLASGOW	1755	CHECKING IN 20:00
80742	BELFAST CITY	1800	CHECKING IN 01:02
LS205	AMSTERDAM	1800	CHECKING IN 09:11
LS200	BELFAST INTL	1800	CHECKING IN 09:11
80419	HEATHROW	1808	CHECKING IN 20:38
FR157	DUBLIN	1850	
FR159	DUBLIN	2100	



# Total Passenger Figures

## Total Number Passengers For 2009

Month	Total Passengers
Jan 2009	7,168
Feb 2009	7,378
Mar 2009	8,892
Apr 2009	23,557
May 2009	33,063
Jun 2009	35,292
Jul 2009	39,638
Aug 2009	41,245
Sep 2009	33,726
Oct 2009	29,401
Nov 2009	8,968
Dec 2009	8,538
<b>Total passengers</b>	<b>276,866</b>

KL1350	AMSTERDAM	1700	CHECKING IN 03-04
TM715	ABERDEEN	1700	CHECKING IN 03-04
ED407	EDINBURGH	1700	CHECKING IN 20-26
BD187	PARIS CDG	1700	CHECKING IN 20-26
BD115	BRUSSELS	1700	CHECKING IN 00-26
T24706	SOUTHAMPTON	1749	CHECKING IN 03-04
BE296	GLASGOW	1755	CHECKING IN 20-26
BE742	BELFAST CITY	1800	CHECKING IN 01-02
LS205	AMSTERDAM	1800	CHECKING IN 08-11
LS290	BELFAST INTL	1800	CHECKING IN 08-11
BD119	HEATHROW	1900	CHECKING IN 20-26
FR167	DUBLIN	1950	
FR159	DUBLIN	2135	



# Passenger Analysis

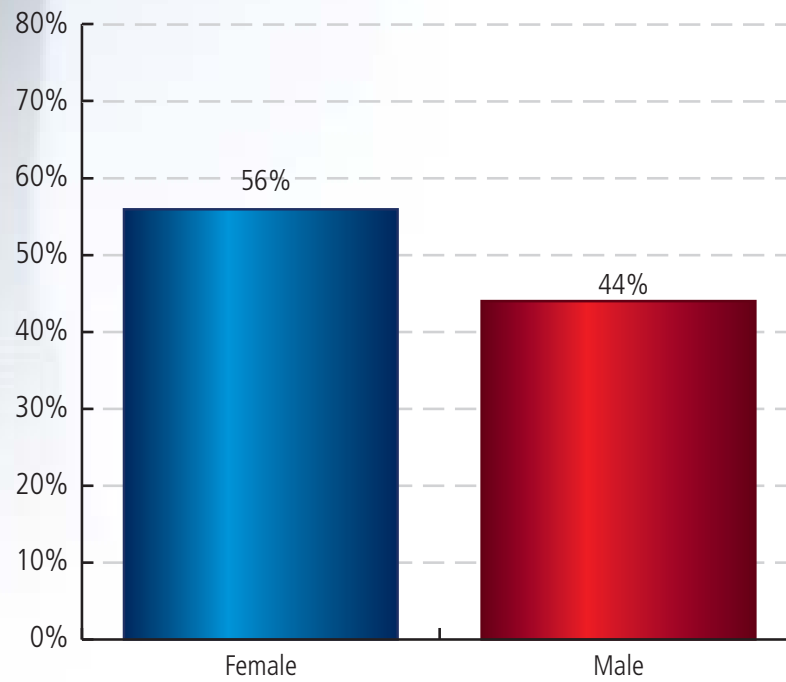
## Socio-Economic Groups

77% ABC1 audience.

12% C2 audience.

11% DE audience.

## Gender Split

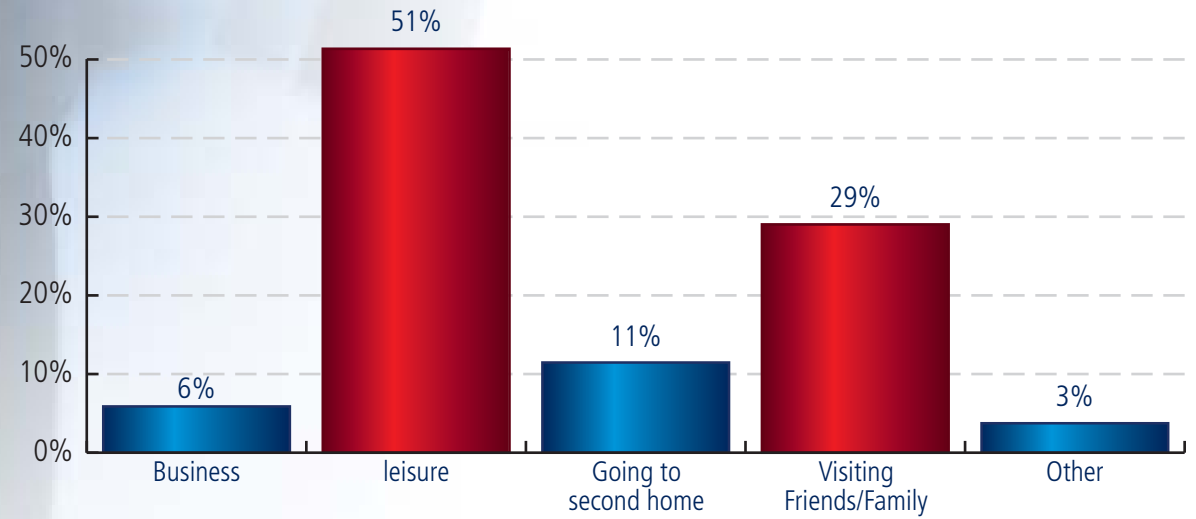


KL1850	AMSTERDAM	1700	CHECKING IN 00-04
TM715	ABERDEEN	1200	CHECKING IN 03-04
EO407	EDINBURGH	1200	CHECKING IN 20-25
EO197	PARIS CDG	1200	CHECKING IN 20-25
BO615	BRUSSELS	1700	CHECKING IN 00-25
T34706	SOUTHAMPTON	1200	CHECKING IN 03-04
BO296	GLASGOW	1200	CHECKING IN 20-25
BE742	BELFAST CITY	1000	CHECKING IN 01-02
LS205	AMSTERDAM	1000	CHECKING IN 08-11
LS290	BELFAST INTL	1000	CHECKING IN 08-11
BO119	HEATHROW	1000	CHECKING IN 20-25
FR167	DUBLIN	1000	
FR159	DUBLIN	2135	

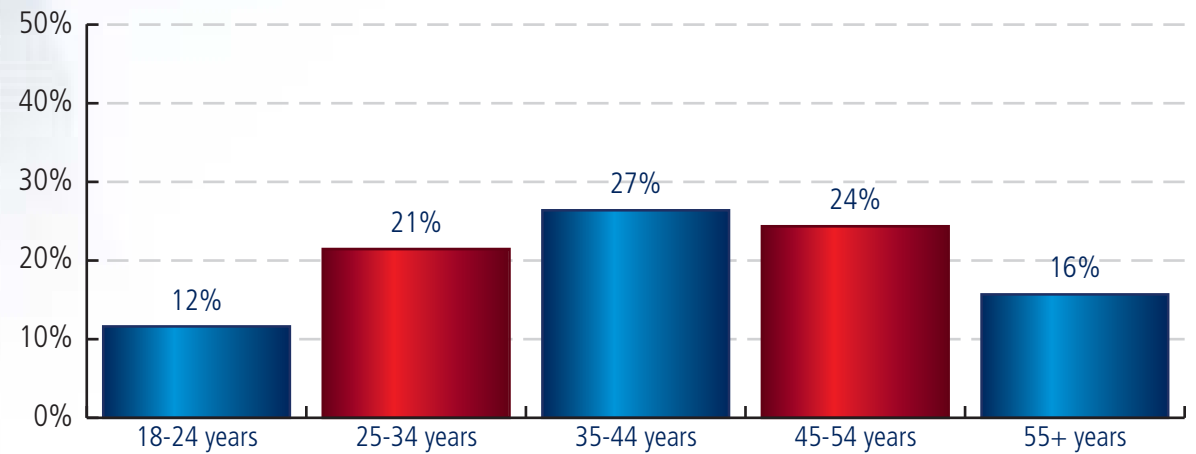


# Passenger Analysis

## Reason for Travel



## Age of Adults



KL1850	AMSTERDAM	1700	CHECKING IN 00-04
TM715	ABERDEEN	1700	CHECKING IN 03-04
ED407	EDINBURGH	1700	CHECKING IN 20-20
BD197	PARIS CDG	1735	CHECKING IN 20-20
BD015	BRUSSELS	1700	CHECKING IN 00-20
T34708	SOUTHAMPTON	1700	CHECKING IN 03-04
BD206	GLASGOW	1755	CHECKING IN 20-20
BE742	BELFAST CITY	1800	CHECKING IN 01-02
LS205	AMSTERDAM	1800	CHECKING IN 08-11
LS290	BELFAST INTL	1000	CHECKING IN 06-11
BD119	HEATHROW	1005	CHECKING IN 20-20
FR107	DUBLIN	1850	
FR159	DUBLIN	2135	





# Let Your Business Soar...

...by advertising with **Airport Partners** at **Blackpool International Airport**.  
We can take your business to a higher level.

## Contact Details

### Airport Partners

AdHouse  
East Parade  
Harrogate  
HG1 5LT  
Tel: 01423 706670  
Fax: 01423 502522

### Sales

Rachel Davies - Sales Manager  
Mobile: 07973 670563  
Email: [racheldavies@airportpartners.co.uk](mailto:racheldavies@airportpartners.co.uk)

KL1501	WATFORD	185	DATE CLOSED
T24712	HEATHROW	1775	CHECKING IN 20-04
EO407	EDINBURGH	1750	CHECKING IN 20-05
EO407	PARIS CDG	1855	CHECKING IN 20-20
EO415	BRUSSELS	1740	CHECKING IN 20-25
T34708	SOUTHAMPTON	1745	CHECKING IN 03-04
RC288	GLASGOW	1755	CHECKING IN 20-26
BE742	BELFAST CITY	1650	CHECKING IN 01-02
LS208	AMSTERDAM	1800	CHECKING IN 08-11
LS293	BELFAST INTL	1000	CHECKING IN 06-11
EO419	HEATHROW	1005	CHECKING IN 20-28
FR187	DUBLIN	1850	
FR159	DUBLIN	2135	

