

# Baltimore-Washington International Airport



## Market Overview

- 40 minutes from Washington, DC, the political axis of the U.S.
- 8th largest DMA in the country
- Baltimore total visitor spending in 2011 was \$4.4 billion
- Baltimore is home to some of the nation's leading colleges and universities, such as Johns Hopkins University, Loyola University Maryland and The University of Maryland Baltimore
- The Washington, DC metro area, including Baltimore, is home to many important law firms, broadcasting networks, independent contractors, nonprofit organizations, lobbying firms, national associations of labor and professional groups
- Fortune 500 companies headquartered in Baltimore include Lockheed Martin, Constellation Energy Corp., Coventry Healthcare, as well as major corporations such as GEICO, Legg Mason, Northrup Grumman Electronic Systems, Perdue Farms, Ritz- Carlton and Under Armour athletic apparel

## Airport Overview

- \$100 million renovation in 2012 – 2013, upgrading concourses and moving AirTran into Southwest Airlines' terminal
- One of Southwest Airlines' major hubs, with a \$288 million renovation to its terminal in 2005
- 76 nonstop U.S. and international destinations, with 365 nonstop flights a day
- 12 international and domestic carriers including American Airlines, Delta, United, Southwest, AirTran, U.S. Airways and British Airways
- BWI is part of the fastest growing air market in the nation (Washington, DC / Baltimore)
- Ranked among Travel and Leisure's Best U.S. Airports in April 2012

## Fast Facts

2011 total passengers	22,391,785
Average monthly passengers	1,865,982
% Domestic travelers	98%
% International travelers	2%
% Business passengers	39%
Total number of terminals	5
Total number of airlines	25

Source: Baltimore-Washington International Thurgood Marshall Airport

## Travelers' Demographic and Lifestyle Summary

Average Household Income	\$124,393
Average Age	46
Average market value of owned home	\$458,043

## Market Penetration

57% of adults in the Washington, DC DMA traveled by air in the past year; of these adults, 42% departed from Baltimore-Washington Airport.

## Residence of BWI Travelers by County

Montgomery, MD	23%
Prince George's, MD	19%
District of Columbia	12%
Fairfax, VA	11%
Frederick, MD	6%
Charles, MD	3%
Calvert, MD	2%
Other MD, VA counties	24%



# Baltimore-Washington International Airport



## Profile of BWI Business Travelers

### Traveler Purchasing and Lifestyle Highlights

Advertising at Baltimore-Washington International Airport reaches the most desirable audience of the Washington, D.C., DMA; they are highly educated, affluent individuals with active lifestyles, and they influence major purchasing decisions for the home and business.

#### Automotive

- BWI air travelers represent a potential of over \$3.2 billion in new vehicle sales in 2012

- 30% of all adults in the Washington D.C. DMA who plan to pay between \$35,000 - \$44,999 for a new vehicle in the next year travel through BWI annually

	Index
New car owned is an Audi	230
New car owned is a Lincoln	187
New car owned is a Saab	167

- They are 46% more likely to purchase a luxury car in the next year than most adults in the Washington D.C. DMA

#### Apparel (yr)

	Index
Spent \$500+ on women's shoes	189
Spent \$500+ on men's business clothing	176
Spent \$500+ on women's business	148

#### clothing

Spent \$500+ on women's casual clothing	141
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#### Jewelry

- BWI travelers spend an average of \$463 on jewelry each year

- They are 45% more likely to spend \$500 or more on jewelry each year than the average adult in the Washington, D.C., DMA

#### Health and Beauty

- 37% of all adults in the Washington D.C. DMA who have obtained cosmetic surgery in the past three years flew through BWI

- 71% of female travelers purchased perfume, cosmetics and skin care products in the last year

- 28% of all female adults in the Washington D.C. DMA who have spent \$500 or more on cosmetic products over the course of a year have traveled through BWI

#### Recreation/Entertainment (yr)

	Index
Attended a Washington Wizards 178 basketball game	
Attended a Baltimore Orioles baseball game	167
Attended a Kennedy Center event	164
Visited an art museum	161
Attended a symphony or opera	149
Visited Times Square, New York City	146
Attended a comedy club	145

- 38% of all adults in the Washington D.C. DMA who have been on a cruise in the last 3 years travel through BWI

- 48% attended a professional sports event, while 37% visited the Museum on The National Mall in the past year

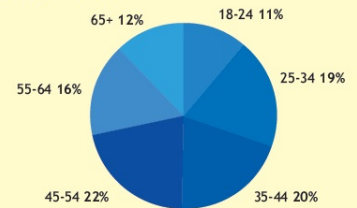
- 38% of BWI travelers have been to a sit-down restaurant 5+ times in the past month

- 37% of all adults in the Washington D.C. DMA have been to the movies 3+ times in the past month

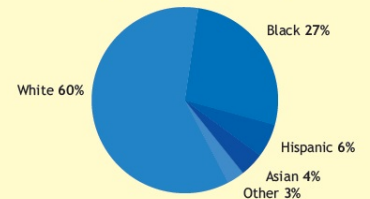
Male 46% Female 54%

#### Percentage of Travelers by Age

Average Age: 45



#### Percentage of Travelers by Race



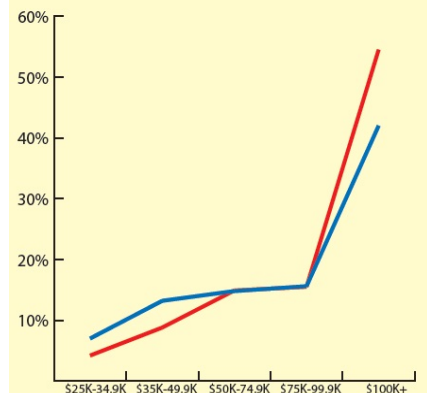
#### Education

	Index
Post Graduate degree	140
College Graduate or more	129

#### Household Income

All BWI Travelers (Average HHI: \$124,393) —

Washington, D.C., DMA  
(Average HHI: \$104,933) —





# Profile of BWI Business Travelers

## Traveler Purchasing and Lifestyle Highlights

Washington, D.C., air travelers exceed the national average in income, lifestyle, business responsibility and influence. Advertising at BWI reaches top managers and business decision makers in this market.

Corporate Purchasing (yr)	Index	Internet Purchases (yr)	Index
Business travel/convention arrangements	427	Flowers	269
Overnight delivery services	308	Wine	252
Information technology	290	Consumer electronics	235
Computer hardware/software	237	Sporting event tickets	235
Banking or financial services	227	Movie tickets	231
Office equipment/supplies	189	Travel arrangements	225

Financial	Index	
Individual employment income is \$100,000+	224	
Used online investing/stock trading (yr)	204	
Used an accountant (yr)	175	
Has \$500,000+ in non-real estate investments	161	
Has second home/real estate property	159	
Market value of owned home is \$1,000,000+	159	

Leisure/Activity (yr)	Index
Sail boating	265
Snow skiing	264
Golf	179
Tennis	178
Belong to a health club	163

Technology/Electronics (yr)	Index
Uses phone for stocks/stock market	258
Owns iPad	221
Owns an eReader	178
Uses phone for news/weather/traffic	172
Uses phone for e-mail	167

- 84% of BWI business travelers own an HDTV while 57% own a SmartPhone (Blackberry, iPhone, etc.)

- BWI business travelers collectively spend \$1,535 on electronics annually.

- BWI business travelers spent an average of \$1,362 on internet purchases in the last year
- 57% attended a professional sporting event in the last year
- The average number of professional sporting events they have attended in the last year is as follows: MLB game, 3; NBA game, 2; NHL game, 3; NFL game, 3

### Credit Cards

- 93% regularly charge their credit card
- The top choice of credit card payment among BWI business travelers is VISA at 45% share, followed by VISA Gold/Platinum at 37%
- They are one and a half times more likely to use an American Express Platinum card than the average adult in the Washington, D.C., DMA

Male 59% Female 41%

### Employment Characteristics

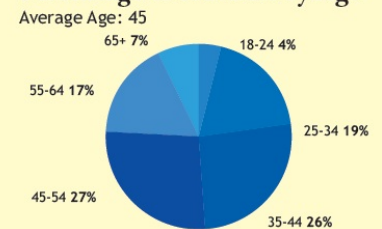
Percentage of professionals, by title, flying in the Washington, D.C., DMA who depart from BWI

Board Member/Director	60%
CEO	57%
Owner/Partner	53%
President	36%
Vice-President	32%

Industry of professionals flying in the Washington, D.C., DMA who depart from BWI

Healthcare practitioners	50%
Architects and engineers	46%
IT professionals	36%
Attorneys/judges	34%
Financial specialists	34%

### Percentage of Travelers by Age



### Household Income

All BWI Business Travelers (Average HHI: \$146,921) —

Washington, D.C., DMA (Average HHI: \$104,933) —

