

Miami International Airport



Market Overview

- The Miami Market is the 5th largest urban area in the U.S., with 5.5 million people.
- Miami is the second largest U.S. city with Spanish-speaking majority (65% persons of Hispanic or Latino origin)
- Downtown Miami and South Florida are home to the largest concentration of international banks in the U.S.
- Miami is the #1 cruise passenger port in the world, with MIA providing the Port of Miami with 60% of its passenger base
- Over 98% of Miami's 12.6 million annual visitors arrive by air

Airport Overview

- Second leading gateway to the U.S. (following New York's JFK Airport)
- #1 U.S. gateway to the Latin American / Caribbean region with over 1,100 weekly departures to 67 destinations in the region
- 94 domestic and international air carriers, including Delta, United and their SkyTeam and Star Alliance partners
- American Airlines' North Terminal accounts for 70% of passenger volume at MIA
- One of the top 10 airports in the world for Duty Free shopping
- Ranked among the best U.S. airports by Travel and Leisure magazine in April 2012
- One of the 30 busiest airports in the world
- MIA's #1 international market in 2010 was Brazil, with nearly 1.4 million passengers; #1 domestic market was New York City, with nearly 3 million passengers

Fast Facts

2011 total passengers	38,314,389
Average monthly passengers	3,192,866
% Domestic travelers	53%
% International travelers	47%
% Business passengers	29%
Total number of terminals	7
Total number of airlines	87

Source: Miami International Airport

Travelers' Demographic and Lifestyle Summary

Average Household Income	\$77,903
Average Age	46
Average market value of owned home	\$294,663

Market Penetration

54% of adults in the Miami DMA traveled by air in the past year; of these adults, 56% departed from Miami International Airport. MIA is the primary point of departure for this region.

Residence of Miami Airport Travelers by County

Miami-Dade	74%
Broward	23%
Monroe	3%



Miami International Airport



Profile of all MIA Travelers

Advertising at Miami International Airport reaches the most desirable audience of the Miami DMA, as well as affluent Latin American travelers.

Traveler Purchasing and Lifestyle Highlights

Miami air travelers spend more on automobiles, entertainment, fashion, and cosmetic products than most adults in the Miami DMA.

Automotive

	Index
New car owned is Infiniti	231
New car owned is Audi	192
New car owned is Subaru	163
New car owned is Lexus	138

- MIA air travelers represent a potential of over \$3.2 billion in new vehicle sales in 2012
- 77% of all adults in the Miami DMA who plan to pay \$45,000+ for a new vehicle in the next year depart from MIA annually

Apparel (yr)

	Index
Spent \$500+ on men's shoes	254
Spent \$500+ on men's business clothing	181
Spent \$500+ on men's casual clothing	167
Spent \$500+ on women's casual clothing	152
Spent \$500+ on women's shoes	145
Spent \$500+ on women's business clothing	144

Jewelry

- MIA air travelers spend an average of \$507 on jewelry each year
- MIA male air travelers are 75% more likely to spend \$500+ on fine jewelry each year than the average adult in the Miami DMA

Index

Health and Beauty

- MIA air travelers account for 43% of all people in the Miami DMA who have obtained cosmetic surgery within the last three years
- 67% of female travelers bought perfume, cosmetics and skin care products in the last year
- 35% of all adults who have spent \$500+ on cosmetic products in the past year depart from MIA

Recreation/Entertainment (yr)

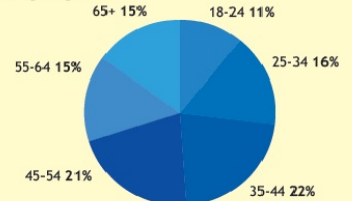
	Index
Attended South Beach Wine and Food Festival	193
Visited Times Square (NYC)	187
Attended Miami Marathon	182
Attended the circus	181
Visited SeaWorld	161
Visited Indy Car series	145

- 38% of all adults in the Miami DMA who have been on a cruise in the past 3 years depart from the MIA airport annually.
- 42% have been to a casino in the last year; they are 38% more likely to go to Las Vegas to gamble than most adults in the Miami DMA
- 37% of all adults in the Miami DMA who have been to the movies at least once per month depart from the MIA annually

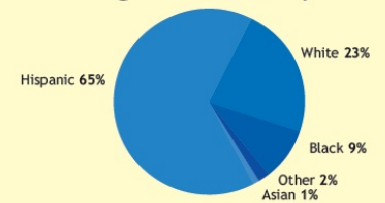
Male 50% Female 50%

Percentage of Travelers by Age

Average Age: 46



Percentage of Travelers by Race

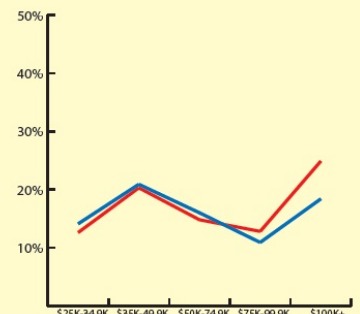


Education

	Index
Post Graduate degree	144
College Graduate or more	132

Household Income

All MIA Travelers (Average HHI: \$77,903) —
Miami DMA (Average HHI: \$65,918) —





Profile of all MIA Travelers

Business travelers represent the elite of the Miami DMA; they are mainly affluent middle-aged men with significantly higher-than-average household incomes.

Traveler purchasing and Lifestyle Highlights

Advertising at MIA reaches top managers and business decision makers.

Corporate Purchasing (yr) Index

Business travel/convention arrangements	504
Information technology	401
Computer hardware/software	282
Overnight delivery services	261
Office equipment/supplies	234

Financial Index

Individual employment income is \$100,000+	307
Market value of owned home is \$1,000,000+	235
Used online investing/stock trading	189
Used an accountant (yr)	149
Has second home/real estate property	143
Has stocks or stock options	134

Technology/Electronics (yr) Index

Use phone for stock market	295
Owns a Smartphone (iPhone, Blackberry)	173
Use phone for email	172
Use phone for sports scores/updates	165
Use phone for banking	159
Use phone for news/weather/traffic	147

- 78% of MIA business travelers own an HDTV; they are twice as likely to own an eReader as the average adult in the Miami DMA

- MIA business travelers collectively spend \$2,158 on electronics annually

Credit Cards

- 91% regularly charge their credit card

- The top choice of credit card payment among MIA business travelers is VISA Gold/Platinum at 49% share, followed by MasterCard Gold/Platinum at 31%

- They are one and a half times more likely to use an American Express Platinum card as the average adult in the Miami DMA

Internet Purchases (yr) Index

Spent \$2,500+	242
Airline tickets	240
Movie tickets	233
Computer hardware	230
Travel arrangements	225
Sporting events	210
Cultural event/tickets	141

• MIA business travelers spent an average of \$1,173 on internet purchases in the last year

Leisure/Activity (yr) Index

Sail boating	595
Snow skiing	367
Tennis	229
Golf	198
Belong to a health club	169
Swimming	153
Power boating	150

- 52% of MIA business travelers attended a professional sporting event last year; 21% attended a Florida Marlins baseball game while 16% attended a Miami Heat basketball game

- The average number of professional sporting events they have attended in the last year is as follows: NFL game, 3; NHL game, 3; MLB game, 4; NBA game, 3

Male 63% Female 37%

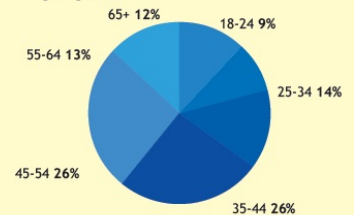
Employment Characteristics

Percentage of professionals flying in the Miami DMA who depart from MIA

Financial specialists	68%
IT professionals	67%
Architects and engineers	47%
Attorneys/judges	46%
Healthcare practitioners	46%

Percentage of Travelers by Age

Average Age: 46



Household Income

All MIA Business Travelers

(Average HHI: \$94,775) —

Miami DMA (Average HHI: \$65,918) —

