

# Ronald Reagan Washington National Airport



## Market Overview

- Washington, DC is the political axis of the U.S.
- 8th largest DMA in the country
- 18.9 million tourists visited the nation's capital in the past year
- In 2012, DC saw over 16.8 million domestic visitors, and 2.1 million international visitors
- The DC metro area is home to many important law firms, broadcasting networks, independent contractors, nonprofit organizations, lobbying firms, national associations of labor and professional groups
- Washington, D.C. hosts 176 foreign embassies as well as the headquarters of the World Bank, the international Monetary Fund, the Pan American Health Organization, Marriott, Amtrak and NPR
- Home to a number of higher learning institutions including the National Defense University, National Defense Intelligence College, and University of the District of Columbia, American University, George Washington University, Georgetown University and Howard University among others

## Airport Overview

- 94 nonstop U.S. destinations
- 11 carriers including United, Delta, U.S. Airways and JetBlue
- Serves as one of the top commuter airports in the country, with 25 daily flights to Boston and 15 daily flights to NYC
- DCA's Terminal A is set to complete its renovation by late 2013, offering passengers new ticketing counters, expanded security checkpoints and improved curbside check-in

## Fast Facts

2012 total passengers	19,573,759
Average monthly passengers	1,631,147
% Domestic travelers	99%
% International travelers	1%
% Business passengers	54%
Total number of terminals	4
Total number of airlines	14

## Travelers' Demographic and Lifestyle Summary

Average household income	\$135,132
Average age	45
Average market value of owned home (market average = \$414,096)	\$502,770

## Market Penetration

53% of adults in the Washington, D.C. DMA adults traveled by air in the past year; of these adults, 54% departed from Reagan National Airport.

## Residence of Reagan Airport Travelers by County

Fairfax, VA	24%
Montgomery, MD	19%
District of Columbia	15%
Prince George's, MD	12%
Arlington, VA	7%
Alexandria City, VA	6%
Prince William, VA	4%
Other counties (VA, MD, WV)	13%



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## Profile of all DCA Travelers

### Traveler Purchasing and Lifestyle Highlights

Advertising at Reagan National 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

- DCA air travelers are 40% more likely to purchase a luxury car than the average adult in the Washington D.C. DMA
- **Reagan air travelers represent a potential of over \$4 billion in new vehicle sales in 2013**
- They account for 71% of all the households in the Washington, D.C., DMA planning to pay \$45,000+ for a new vehicle in the next year

	Index
New car owned is a Infiniti	235
New car owned is a Mercedes	211
New car owned is a Lexus	187
New car owned is a Lincoln	184
New car owned is a Cadillac	179

#### Apparel (yr)

	Index
Spent \$500+ on men's casual clothing	229
Spent \$500+ on men's business clothing	225
Spent \$500+ on men's shoes	192
Spent \$500+ on women's shoes	188
Spent \$500+ on women's casual clothing	177
Spent \$500+ on women's business clothing	174

#### Jewelry

- Reagan air travelers spend an average of \$538 on jewelry each year
- 45% of all adults in the Washington D.C. DMA who have spent \$500+ on fine jewelry in the past year depart from DCA annually
- 44% of DCA female travelers purchase jewelry annually

#### Health and Beauty

- 35% of all adults in the D.C. DMA who have obtained cosmetic surgery in the last three years have traveled through DCA
- 42% of all adults who have visited a dermatologist in the past year travel through DCA annually
- 77% of female travelers bought perfume, cosmetics and skin care products in the last year
- They are also 3 times more likely to spend \$500+ on cosmetic products during the course of the year than the average female adult in the Washington, D.C., DMA

#### Recreation/Entertainment (yr)

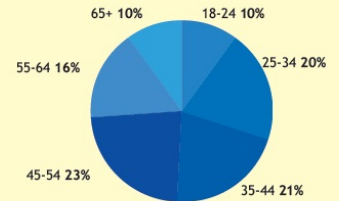
	Index
Attended a George Washington basketball game	250
Visited an art museum	185
Visited Times Square (NYC)	185
Visited Disney's Hollywood Studios	156
Attended a Baltimore Orioles baseball game	143

- 39% of all adults in the Washington D.C. DMA who have been on a cruise in the last 3 years have traveled through DCA in the past year
- 52% of DCA travelers eat at a sit-down restaurant 4+times per month
- 43% of all adults in the Washington, D.C. DMA have gone to the movies 3+ per month depart from DCA annually
- 36% of all adults in the Washington D.C. DMA who have visited a casino in the past year depart from DCA annually

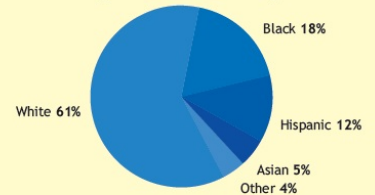
Male 52% Female 48%

#### Percentage of Travelers by Age

Average Age: 45



#### Percentage of Travelers by Race

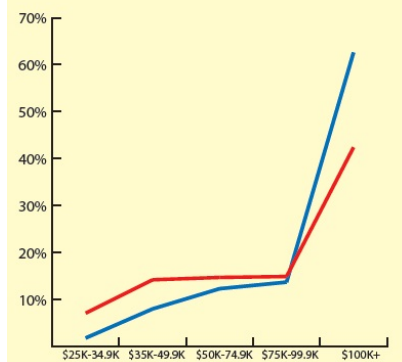


#### Education

	Index
Post Graduate degree	185
College Graduate or more	124

#### Household Income

All DCA Travelers (Average HHI: \$135,132) —  
Washington, D.C., DMA Adults  
(Average HHI: \$104,703) —



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## Traveler purchasing and Lifestyle Highlights

Advertising at DCA reaches top managers and business decision makers in the Washington, D.C., market.

### Corporate Purchasing (yr)

	Index
Business travel/convention arrangements	299
Computer hardware/software	199
Overnight delivery services	186
Information technology	176

### Financial

	Index
Individual employment income is \$250,000 +	346
Used online investing/stock trading	222
Market value of owned home is \$1,000,000 +	200
Has bonds	196
Used a financial planner	192
Used an accountant (yr)	179
Has mutual funds	178

- 86% of DCA business travelers own an HDTV
- DCA business travelers collectively spend \$2,163 on electronics annually
- 71% of DCA business travelers own a Smartphone (Android, Blackberry, iPhone), while 48% own a Tablet (iPad, Galaxy Tab, etc.)

### Internet Purchases (yr)

	Index
Spent \$2,500+	251
Wine	232
Cultural event tickets	214
Sporting event tickets	212
Airline tickets	211
Consumer electronics	206
Sports logo apparel	206
Movie tickets	193
Flowers	178

- Reagan business travelers spent an average of \$1,544 on internet purchases in the last year

### Social Media

	Index
Yelp	248
LinkedIn	225
Twitter	166

- 64% of DCA business travelers use Facebook monthly

### Credit Cards

- 93% regularly charge their credit card
- The top choice of credit card payment among Reagan business travelers is VISA at 77% share, followed by American Express at 47%
- They are nearly twice as likely to use an American Express card as the average adult in the Washington, D.C., DMA

### Cell phone Brands/Apps (6 mos)

	Index
Used phone for restaurant information (reviews, reservations, etc.)	206
Used phone for consumer reviews	197
Owns a Blackberry	196
Used phone for daily deals (Groupon, Living Social, etc.)	193
Used phone for maps/GPS	191

### Leisure/Activity (yr)

	Index
Sail boating	227
Golf	215
Snow skiing/Snowboarding	204
Hiking/backpacking	186
Yoga/palates	173

Male 64% Female 36%

## Employment Characteristics

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

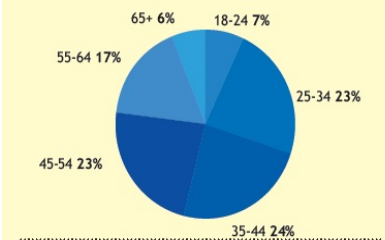
General Manager	88%
Owner/Partner	81%
Vice-President	62%
CEO	59%
Board Member	57%
President	52%

Percentage of professionals flying in the Washington, D.C., DMA who depart from DCA

Attorneys/judges	72%
Healthcare practitioners	59%
Financial specialists	58%
IT professionals	57%
Architects and engineers	57%

## Percentage of Travelers by Age

Average Age: 44



## Household Income

All DCA Business Travelers  
(Average HHI: \$146,455)  
Washington, D.C., DMA Adults  
(Average HHI: \$104,703)

