

JCDecaux

DIRECTORY

What will your child remember this holiday...



The Adventure Camp at Elbow Beach

ELBOW BEACH  
BERMUDA



JCDecaux

Neiman Marcus

Neiman Marcus



Travel & Tourism Advertising



# Travel & Tourism

**We don't get together to remember the good ole days. We get together to top 'em.**

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Given our portfolio of upscale malls, it is no surprise that many of our shoppers plan multiple exciting vacations throughout the year. Many mall-goers are jetsetters: 59% of MallScape shoppers have taken at least one foreign trip within the past three years, and they are more than twice as likely to take 4 or more domestic air roundtrips yearly.

Whether promoting local or faraway destinations, advertisers can be sure they are reaching their target audience at the mall. Malls also offer the perfect opportunity to highlight cultural events happening close to home.

## MallScape Shoppers By DMA:

**Mallgoers in the NY DMA** are particularly big spenders on travel: 54% spent \$2,500-\$10,000+ on vacations within the past year. They also love to take many types of vacations, near or far:

- 75% have taken foreign trips within the past three years
- 40% have visited the Caribbean at least once within the past three years
- They are over two times more likely to visit Europe than the average adult in the NY DMA

**Mallgoers in the Los Angeles DMA:** LA MallScape shoppers are 94% more likely to go on a cruise in the next 3 years than the average adult in the LA DMA. The top two cruise lines amongst these shoppers are Royal Caribbean and Carnival.

**Mallgoers in the Chicago DMA** enjoy cruises: they are 42% more likely than the average adult in the Chicago DMA to travel via Carnival and 32% more likely to travel via the Royal Caribbean line. These shoppers are also 50% more likely than the average adult in the Chicago DMA to have traveled to the Caribbean within the last three years.

Source: 2013 The Arbitron Company/Scarborough Research Corp./VNU

“Augmenting our traditional branding strategy with out of home media showed dramatic results for us at the Florida Aquarium. Because of its vibrant visual content, our mall postings generated increased awareness of both our brand and special events messages as captured in our exit surveys.”

The Florida Aquarium