





Schiphol **Media**

FACTS & FIGURES



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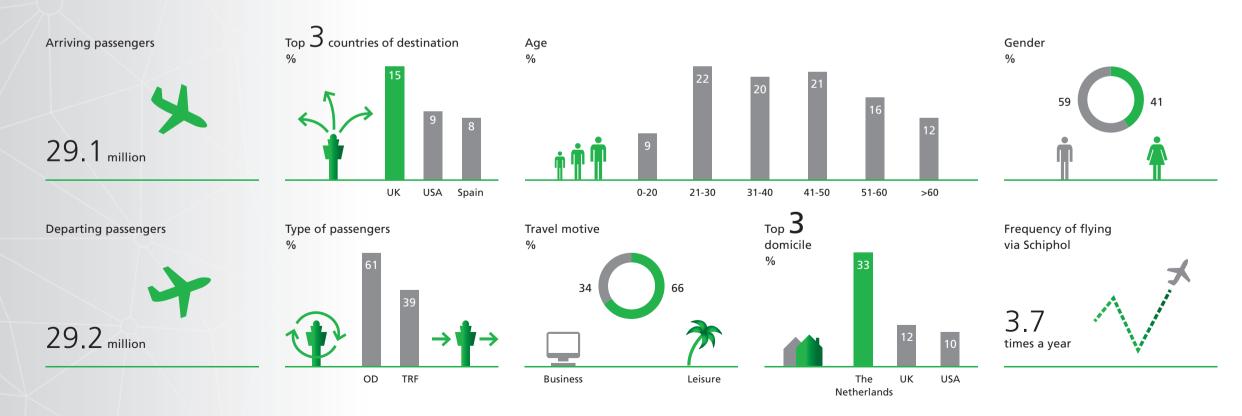


Amsterdam Airport Schiphol

Facts & Figures

Welcome to Schiphol Media's Facts & Figures brochure 2016 in which we have processed the final figures of 2015. This brochure has been created to provide you with the passenger numbers and demographics to help you build an accurate picture of all the elements that make the airport such an ideal place to advertise. Amsterdam Airport Schiphol again reached a milestone by ending 2015 with 58.3 million passengers. The airport continued to hold onto its no. 5 ranking within the top 10 airports in Europe. All facts and figures are based on Schiphol's Continuous Research 2015, unless otherwise stated.

Dwell time: 146 minutes



Top 5 European airports

	million passengers a year	Growth in %
London (Heathrow)	75.0	+ 2.2%
Paris (Charles De Gaulle)	65.7	+ 3.1%
Istanbul (atatürk)	61.8	+ 8.7%
Frankfurt	60.9	+ 2.5%
Amsterdam	58.3	+ 6.0%

Source: ACI World Airport Traffic Report 2015



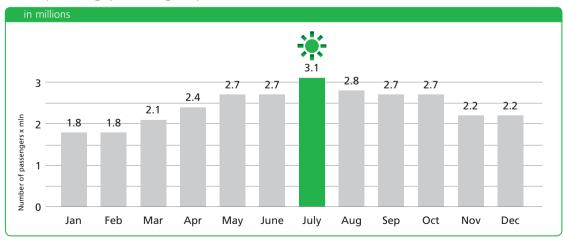
Historic overview

per year, in m	illions									
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Departing	23.1	23.9	23.7	21.8	22.5	24.8	25.5	26.3	27.5	29.2
Arriving	22.9	23.9	23.7	21.7	22.7	24.9	25.5	24.9	27.5	29.1
Total	46.0	47.8	47.4	43.5	45.2	49.7	51.0	52.6	55.0	58.3

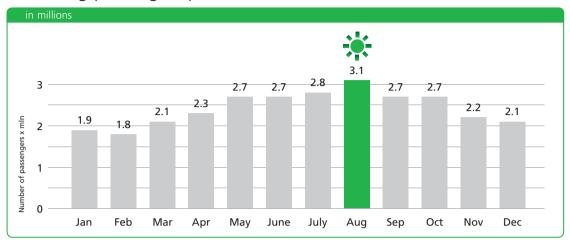
Passenger numbers

per passengertype, in millio	ons			
	O&D	Transfer	Total	
Departing	17.7	11.5	29.2	
Arriving	17.6	11.5	29.1	
Total	35.3	23.0	58.3	

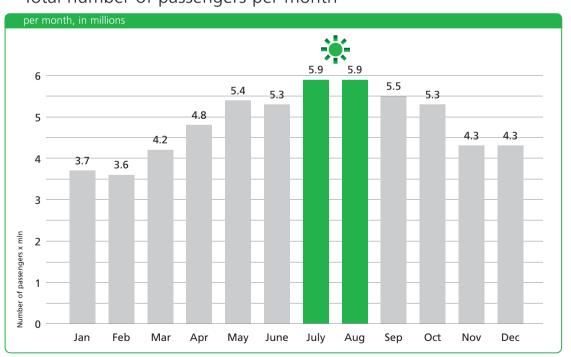
Departing passenger per month

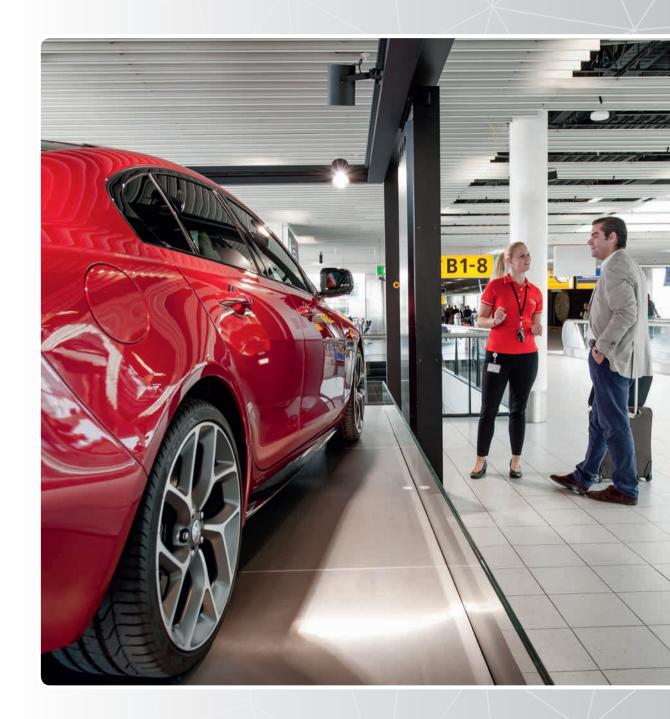


Arriving passengers per month

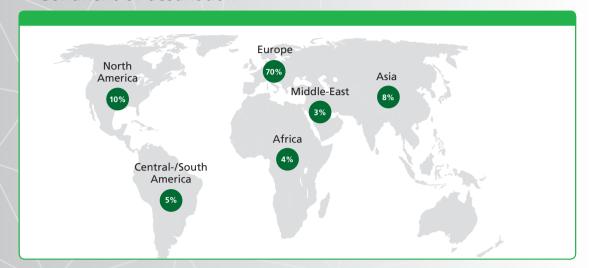


Total number of passengers per month

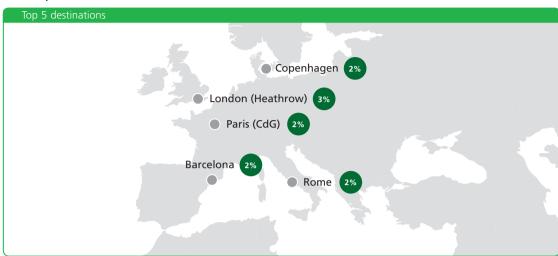




Continent of destination

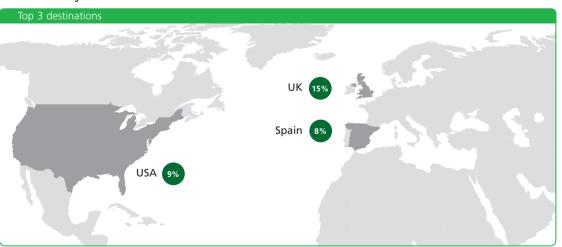


Airport of destination



322 airports of destination

Country of destination







Reaching a captive audience









Advertising is happily seen

To what extend do you agree with the following statements?

The advertisements fit the airport

Totally agree	10%
Agree	74%
Agree nor disagree	12%
Disagree	3%
Totally disagree	1%

A major part thinks advertising fits the airport 84%





Where did you see advertisements? Have you seen any advertisements at the airport?

	2010	2012		2010	2012
For sure	58,0%	75,0%	Before check-in	53%	64%
Probably	28,0%	7,0%	During check-in	64%	53%
For sure not	14,0%	18,0%	After security	75%	89%

dvj Insights campaign research 2012

Advertisement fits the airport says a major part of our passengers

The advertisements are noticeable at this airport

Totally agree	14%
Agree	69%
Agree nor disagree	12%
Disagree	5%
Totally disagree	0%

A major part thinks advertising is very noticeable 83%



Source: Schiphol Continuous Research 2015

Average time spent at Schiphol

in minutes

	Travel time to Schiphol	Landside	Lounge	Pier/Gate	Total
Local boarding passengers	63 min.	30 min.	44 min.	73 min.	210 min.
Transfer passengers			102 min.	86 min.	188 min.





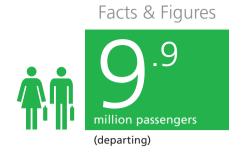


Does your company have an unfair advantage? Find out more about how to get your unfair advantage at Passenger salesforce.com/netherlands profile sales force THE CUSTOMER SUCCESS PLATFORM **12** | Passenger profile

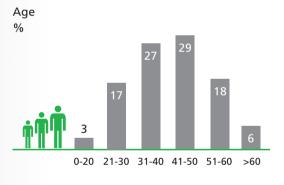
The Business Traveler

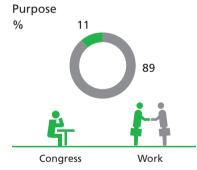


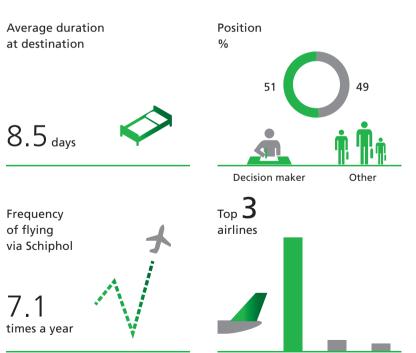


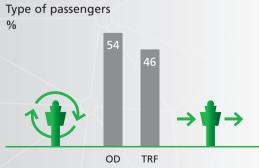


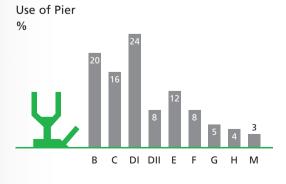


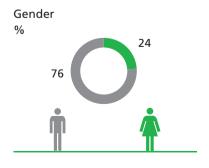












Delta

Air Lines

easyJet

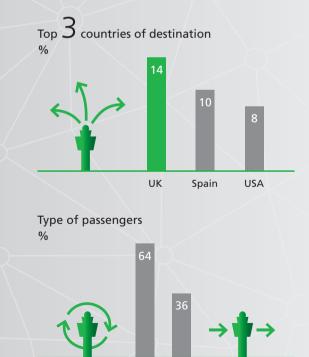
KLM

The Leisure Traveler



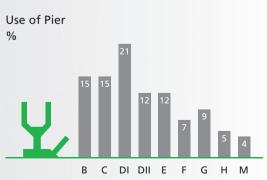


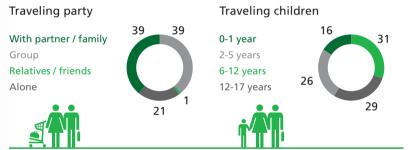




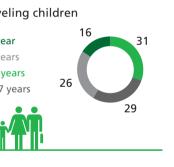
OD TRF





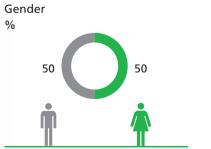




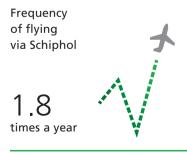


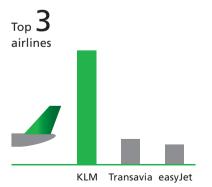


Average duration at destination

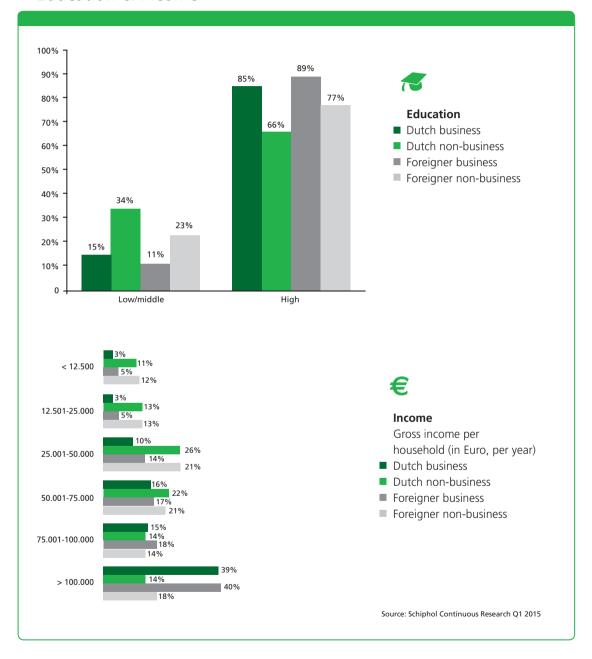


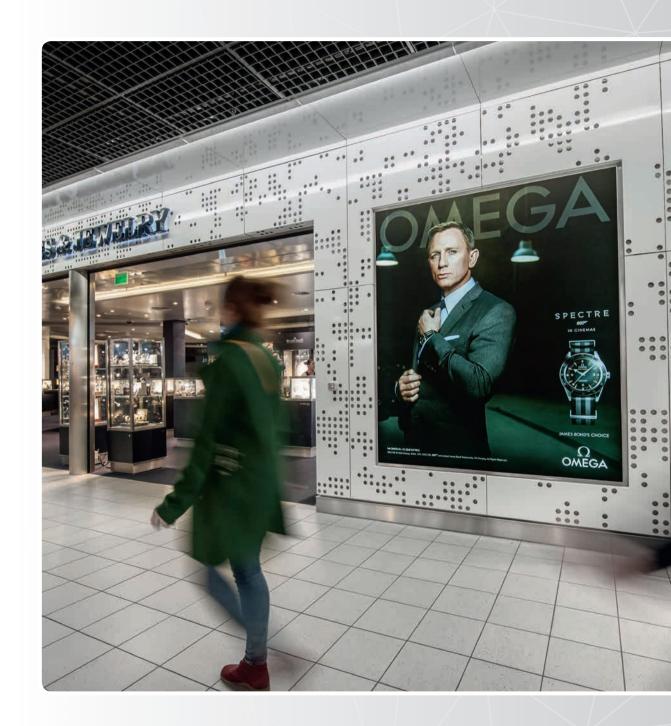
Source: Continuous Holiday Research 2010





Education & Income







Total overview areas

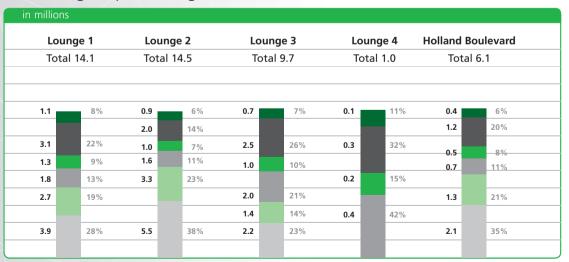
Jan Dellaert square and Schiphol Plaza

in millions	
Jan Dellaert square	20.2
Schiphol Plaza	43.4

Passengers per Check-in

Check-in 2	Check-in 3	Total
5.3	8.3	17.7
30%	47%	100%
	5.3	5.3 8.3

Passengers per Lounge



Target

- O/D NL Business O/D NL - Leisure
- O/D Foreign Business ■ O/D Foreign - Leisure
- Transfer BL Business
- Transfer BL Leisure

Passengers per Pier

in millions												
В	c	DI	DII	EI	EII	FI	FII	GI	GII	н	М	Total
7.7	10.6	11.8	6.4	4.7	2.6	2.7	1.9	2.6	2.4	2.9	2.0	58.3
13%	18%	20%	11%	8%	5%	5%	3%	5%	4%	5%	3%	100%

Passengers per reclaim hall

eclaim hall 1	Reclaim hall 2	Reclaim hall 3	Reclaim hall 4	Total
4.8	4.7	4.1	4.0	17.6
27%	27%	23%	23%	100%

Average time spent at Schiphol

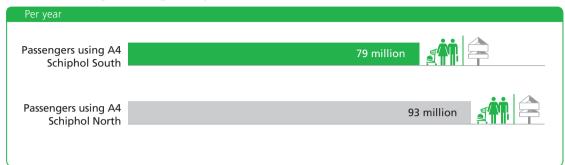
in minutes	Travel time to Schiphol	Landside	Lounge	Pier/Gate	Total
Local boarding passengers	63 min.	30 min.	44 min.	73 min.	210 min.
Transfer passengers			102 min.	86 min.	188 min.
				Y	

Parking

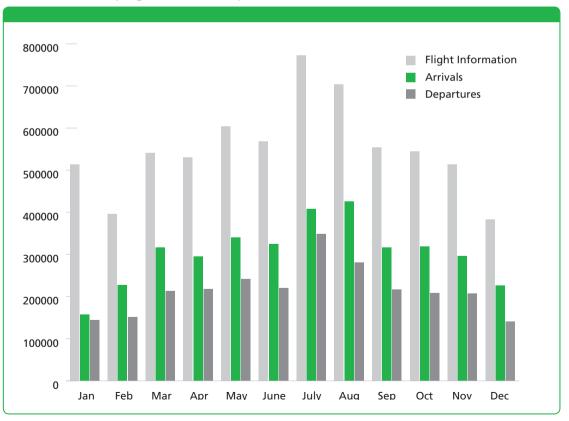
x 1,000		
Terrein	Parkeringen	
P1 (Terminal Parking/Privium)	1,644	
P2 (Terminal Parking/Privium)	800	
P3 (Smart Parking/Park&Travel/Privium)	357	
P6 (Short Stop Parking)	536	
Valet Parking (Holiday Valet Parking/Valet Parking)	72	
P16 (Excellence Parking)	25	



Cars using A4 highway



Number of pageviews Schiphol.nl



Jan Dellaert square



Facts & Figures

Jan Dellaert is the outdoor Schiphol forecourt, where passengers come who arrive by public transport. Many Schiphol workers cross this square on a daily basis, which makes it mainly visited by people with the Dutch nationality.

Passengers



6.0 million

Schiphol related employees

9.2 million

Meeters and Greeters



Public Transport Traveller



 3.3_{million}



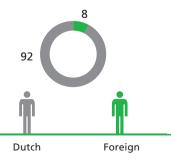
Day Trippers

 1.5_{million}



Nationality

On average 55,000 people cross the square daily



Source: Schiphol Continuous Research 2014

Schiphol Plaza



Schiphol Plaza is located at the very heart of the airport, at the junction of crossroads, where numerous passenger flows intertwine. The main entrance, a large railway station, luxury shops, food & beverage facilities, meeting points and arrivals all come together here.



Arriving passengers

16.3 million

Schiphol related employees

7.6 million



6.5 million

Day Trippers

Public Transport Traveller



0.6 million

Other

Departing passengers



 8.5_{million}

Meeters and Greeters





Source: Schiphol Continuous Research 2014

Passengers per Check-in

Check-in 1	Check-in 2	Check-in 3	Total
4.1	5.3	8.3	17.7
23%	30%	47%	100%

Schengen / Non-Schengen destination

Destination of passengers per C	heck-in	
	Check-in	
SCH: Schengen	46%	
EUR: Non-Schengen	24%	
ICA: Non-Schengen	30%	

Domicile

Passengers Check-in				
	Check-in 1	Check-in 2	Check-in 3	Total
The Netherlands	63%	51%	53%	55%
Europe Northwest	17%	24%	25%	23%
Europe Other	12%	9%	9%	9%
North America	3%	7%	4%	5%
ICA Other	4%	10%	9%	8%

Travel motive

	Check-in 1	Check-in 2	Check-in 3	Total
NL business	12%	22%	9%	14%
Foreign business	16%	20%	14%	16%
NL non-business	51%	29%	44%	41%
Foreign non-business	21%	29%	33%	29%

Ways of transport to the airport

	Public transport	Car parked	Brought by car	Taxi	Other
Business	41%	13%	16%	18%	12%
Non Business	40%	14%	27%	13%	6%
Total	40%	14%	24%	14%	8%



Lounge 1 is visited exclusively by passengers with a Schengen destination and offers a wide selection of shops with international brands and traditional Dutch products. The lounge has a luxurious look & feel and a vibrant ambiance. Airport Park, Starbucks and Rituals Spa are a few of the various facilities housed in this lounge. It will be redeveloped during the year. The B-, C- and DII-pier are connected to this lounge.



Facts & Figures



Schengen countries

- Austria
- Latvia
- Belgium
- Lithuania

Norway

Poland

Portugal

Slovakia

• Slovenia

Sweden

Switzerland

Spain

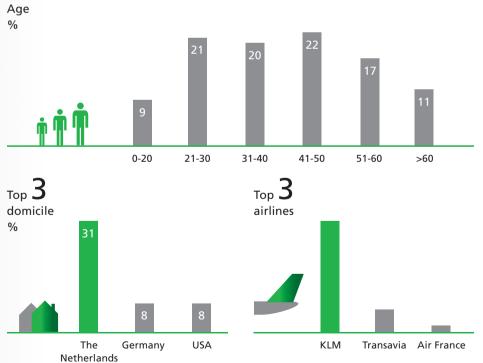
- Czech Republic
- Luxembourg Malta
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- Italy

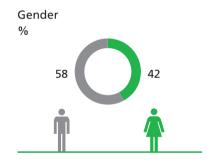
- 14.1 million passengers
- 63 minutes average dwell time
- 61 airports of destination
- 19 airlines
- Top 3 airports of destination:
 - Barcelona
 - Paris (Charles de Gaulle)
 - Madrid



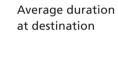




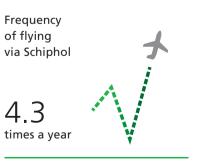












Lounge 2 is the busiest lounge at Amsterdam Airport Schiphol due to the high number of passengers transferring from Schengen to non-Schengen destinations. It is connected to Lounge 3 via Holland Boulevard and has numerous shops and facilities. Lounge 2 has the highest number of business travelers since the DI-pier is used by 24% of them. Lounge 2 is totally redeveloped in 2015 and the first half of 2016. The DI-, E- and F-pier are connected to this lounge.



Facts & Figures

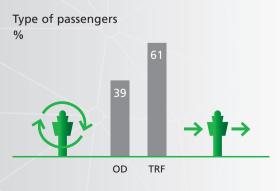


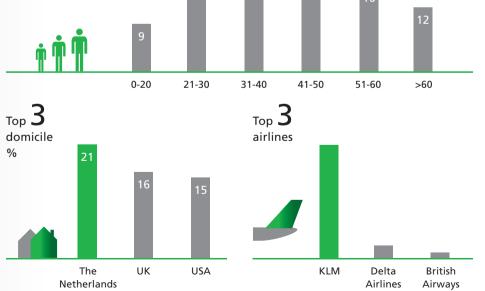
- 14.5 million passengers
- 81 minutes average dwell time
- 79 airports of destination
- 14 airlines
- Top 3 airports of destination:
 - London (Heathrow)
 - New York (JFK Airport)
 - Atlanta (William B. Hartsfield)

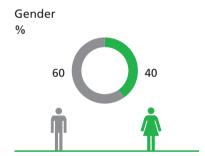
Age



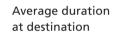




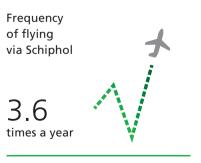












HB

Holland Boulevard connects Lounge 2 with Lounge 3 and is primarily visited by transferring passengers. This boulevard has especially been designed to make waiting times as pleasant as possible. This area houses some typical Dutch facilities like a Dutch Bar, a small Rijksmuseum and Holland Casino. The E- and F-pier are connected to this lounge. Also Holland Boulevard is totally redeveloped in 2015 and the first half of 2016.

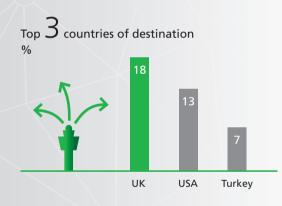


Facts & Figures

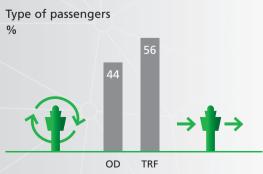


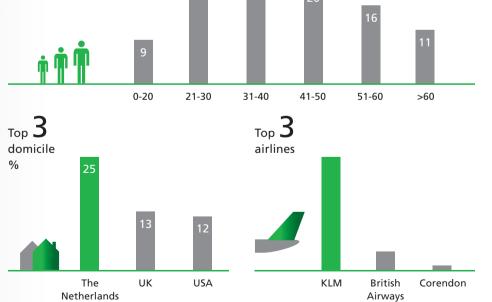
- 6.1 million passengers
- 86 minutes average dwell time
- 61 airports of destination
- 16 airlines
- Top 3 airports of destination:
 - London (Heathrow)
 - New York (JFK Airport)
 - Shanghai

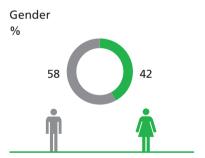


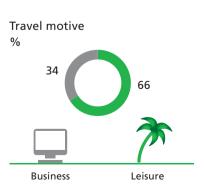


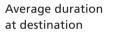
Age















13

Lounge 3 provides an excellent retail proposition specifically designed to appeal to its upmarket passengers. Brand stores include Burberry, Hermès and Victoria's Secret. Passengers flying to China and the Middle East mainly use Lounge 3 and this number is growing rapidly. The F-, G-, and H-pier are connected to this lounge.



Facts & Figures

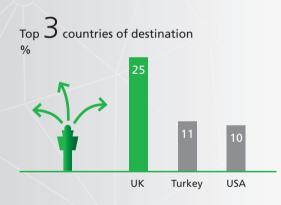


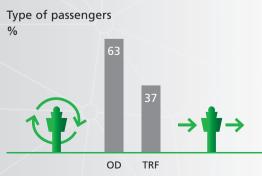


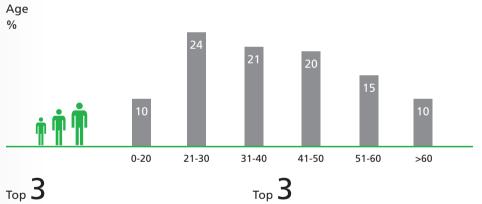
million passengers

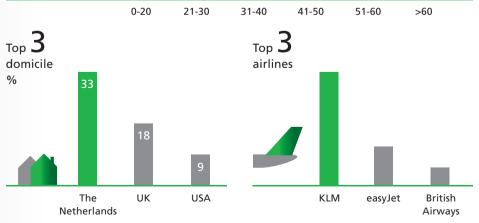
- 9.7 million passengers
- 76 minutes average dwell time
- 59 airports of destination
- 24 airlines
- Top 3 airports of destination:
 - London (Gatwick)
 - London (Heathrow)
 - Dubai

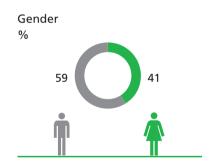




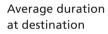




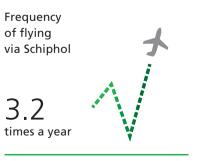














Facts & Figures

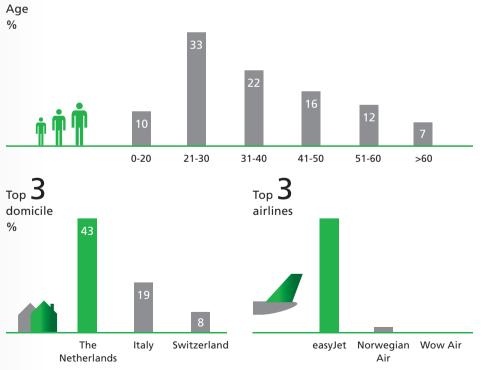


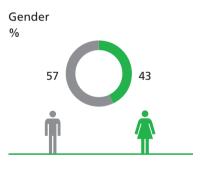
- 1.0 million passengers
- 46 minutes dwell time
- 18 airports of destination
- 4 airlines
- Top 3 airports of destination:
 - Milan
 - Berlin
 - Geneva

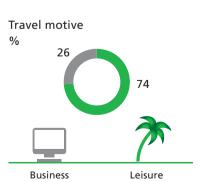


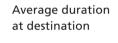




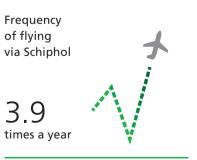












B-Pier



Facts & Figures

million passengers

Dwell time: 74 minutes

Departing passengers

 4.7_{million}



Arriving passengers

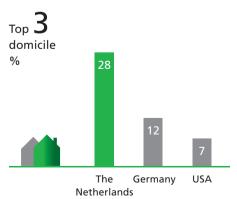
 3.0_{million}

Type of passengers

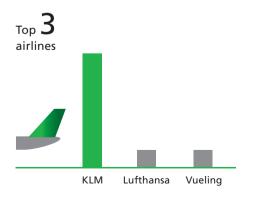


Top 3 countries of destination

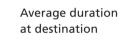




Age 0-20 21-30 31-40 41-50 51-60 >60



Gender



 9.5_{days}







OD TRF

C-Pier



Top 3 countries of destination

Facts & Figures

Dwell time: 77 minutes

Departing passengers

 4.6_{million}



Arriving passengers

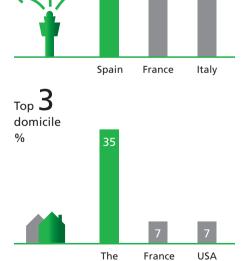
6.0 million

Type of passengers

OD TRF

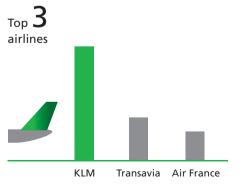
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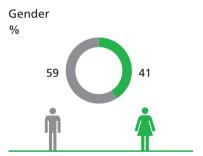




Netherlands



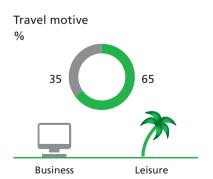


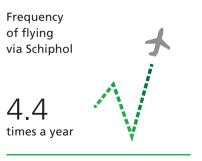












DI-Pier



Facts & Figures

Dwell time: **76** minutes

Departing passengers

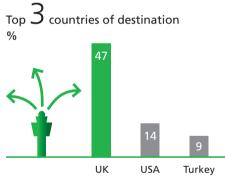
6.3 million

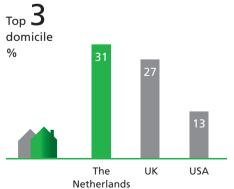


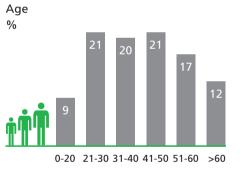
Arriving passengers

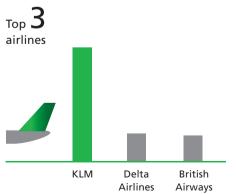
5.5 million

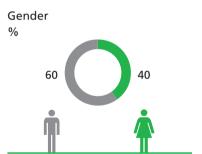


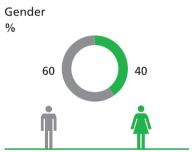












Travel motive

36

Business

Leisure

Average duration at destination

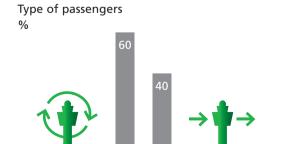
10.6 days



Frequency of flying via Schiphol







OD TRF

DII-Pier



Facts & Figures

Dwell time: 74 minutes

Departing passengers

 3.0_{million}



Arriving passengers

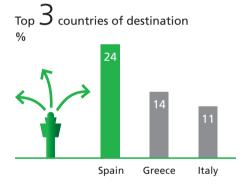
 3.4_{million}

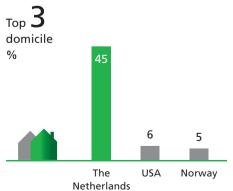
Type of passengers

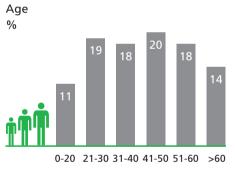
OD TRF

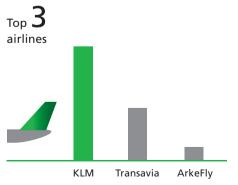
%

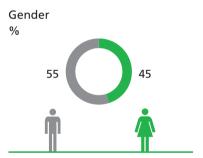


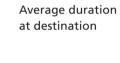




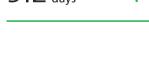


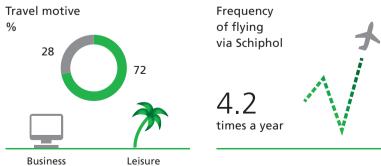












El-Pier



Facts & Figures

million passengers

Dwell time: 90 minutes

Departing passengers

 3.5_{million}

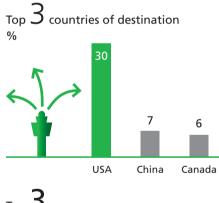
Arriving passengers *

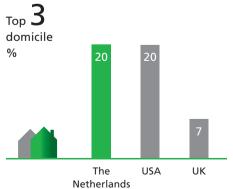
1.2 million

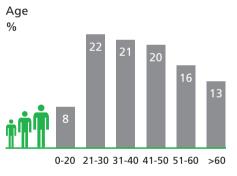
Type of passengers

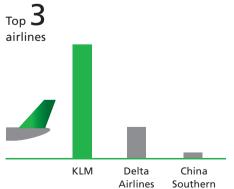


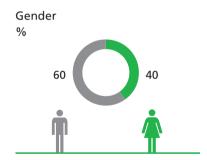
* Country of origin: USA











Travel motive

35

Business

Leisure

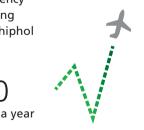
Average duration at destination

16.1 days



Frequency of flying via Schiphol





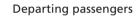
OD TRF

EII-Pier



Facts & Figures





million

Arriving passengers

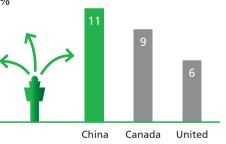
2.6 million

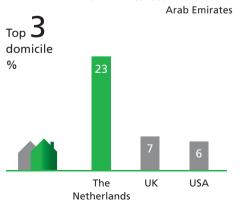
Type of passengers

OD TRF

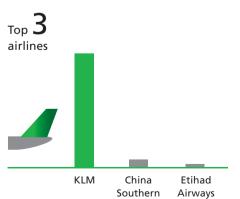


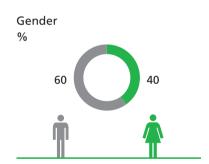
Top 3 countries of origin





Age 0-20 21-30 31-40 41-50 51-60 >60

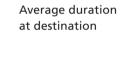




Travel motive

Business

Leisure









3.1 times a year



FI-Pier



Facts & Figures

Dwell time: 86 minutes





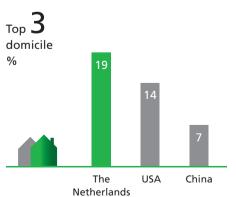
Arriving passengers *

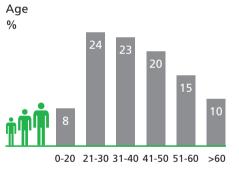
 0.4_{million}

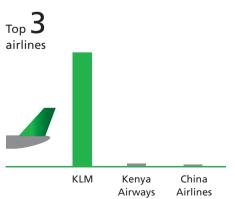


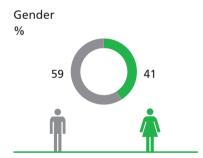
* Country of origin: USA

Top 3 countries of destination USA China Canada









Travel motive

Business

Leisure

Average duration at destination

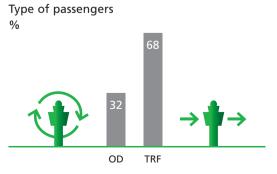














FII-Pier



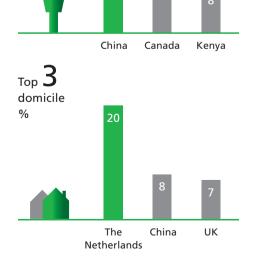
Top 3 countries of origin

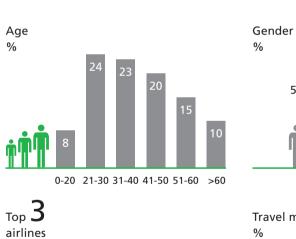
Facts & Figures million passengers



OD TRF

Type of passengers





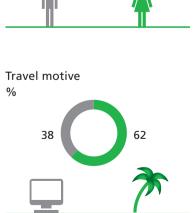
KLM

Kenya

Airways

China

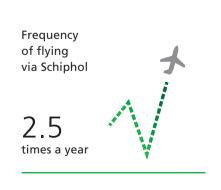
Airlines



Leisure

Business





GI-Pier



Facts & Figures

million passengers

Dwell time: 84 minutes





Arriving passengers *

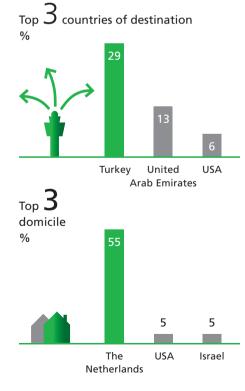
0.2 million

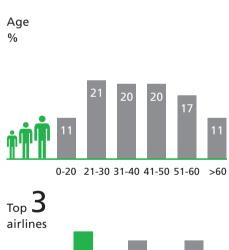


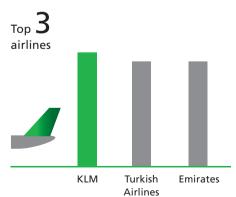
* Countries of origin: USA and UK

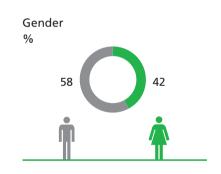
Type of passengers

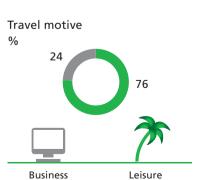












Average duration at destination





Frequency of flying via Schiphol

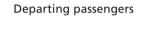




GII-Pier



Facts & Figures



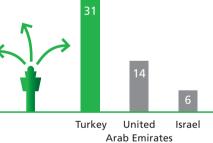
million

Arriving passengers

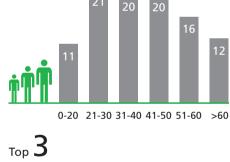
 2.4_{million}

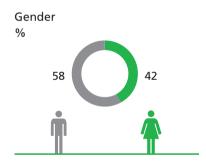


Top 3 countries of origin



Israel





Average duration at destination

14.8 days



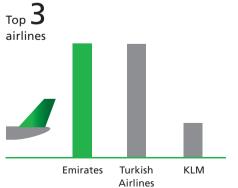
Type of passengers







Age





Frequency of flying via Schiphol





H-Pier



Top countries of destination

Facts & Figures

million passengers

Dwell time: 63 minutes

Departing passengers

 1.4_{million}



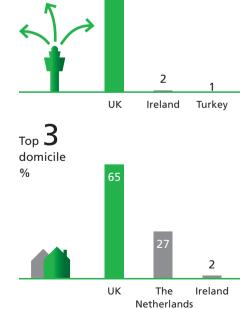
Arriving passengers

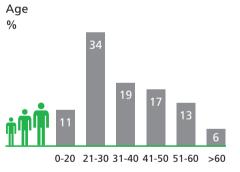
1.5 million

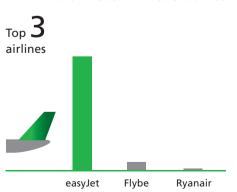
Type of passengers

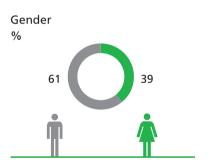
%









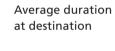


Travel motive

Business

Leisure

%













OD

TRF

M-Pier



Facts & Figures

million passengers

Dwell time: 58 minutes

Departing passengers

1.0 million



Arriving passengers

1.0 million

Type of passengers

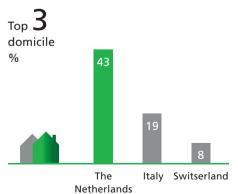
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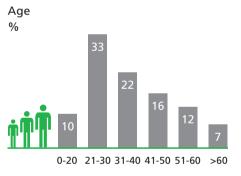


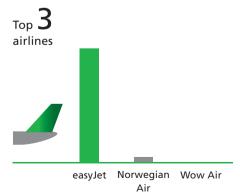
TRF

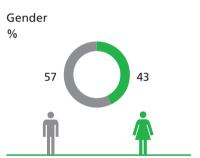
OD

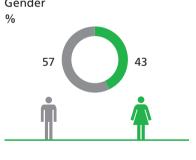






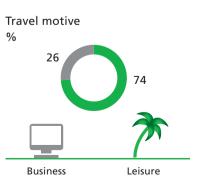


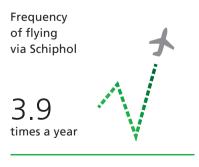
















List of terms

Arriving passengers

All passengers arriving at Amsterdam Airport Schiphol by aircraft, including both Transfer and O&D passengers.

Departing passengers

All passengers departing from Amsterdam Airport Schiphol by aircraft, including both Transfer and O&D passengers.

Domicile

The most recent country where someone has resided on a long term basis.

Dwell time

The amount of time a departing passenger takes at the airport between two flights (for Transfer passengers) or the time a departing passenger takes between check-in and boarding (for O&D passengers).

Intercontinental (ICA)

All non-European countries, mainly overseas destinations.

Meeters & Greeters

People related to the arriving and departing passengers dropping them off and say goodbye and picking them up.

Origin & Destination (O&D)

Passengers checking-in at one of Schiphol's check-in halls, going through customs and departing by airplane from Amsterdam Airport Schiphol and passengers arriving by airplane and having Amsterdam Airport Schiphol as final destination.

Schiphol related employees

Employees of companies that are established at Amsterdam Airport Schiphol.

Passengers arriving by airplane and using Amsterdam Airport Schiphol as a transfer airport, departing within 24 hours of arrival with another aircraft and to a final destination elsewhere than Amsterdam Airport Schiphol.

Transit

Passengers arriving by airplane at Amsterdam Airport Schiphol and fly later to another airport with the same aircraft. Either transit passengers remain on board of the aircraft or they are allowed to spend time in the terminal building. However, they are not allowed to go through customs.

Reclaim hall

The area with baggage belts where arriving O&D passenger pick up their luggage.

Disclaimer

Amsterdam Airport Schiphol Schiphol Media P.O. box 7501 1118 ZG Schiphol Tel.:+31 (0)20 601 2713 advertising@schiphol.nl

www.schiphol.nl/media

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