

Advertising that works – and lasts.



41.6
million passengers
per year [2024]

41.6 million passengers, 800 interviews, one clear result: advertising at Munich Airport delivers – and how. A recent study highlights this impressively. The reason: advertising in a premium environment achieves high acceptance and strong impact. In September and October 2024, nearly 800 face-to-face interviews were conducted at various locations featuring both digital and analog advertising spaces. The clear result: advertising here is not only noticed but even appreciated – thanks to its seamless integration into the surroundings. With a high-spending, internationally diverse target group and a modern, dynamic setting, the airport offers the perfect stage for powerful brand presence.

78 %



of those surveyed noticed advertising at one or more points along the passenger journey.

83 %



of respondents feel that digital advertising blends well with the airport environment – and does not disturb them.

70 %



perceive advertising at Munich Airport as higher quality and significantly more positive compared to other advertising locations.

>90 %



of those exposed to large-format analog advertising perceive the brand presentation as high-quality, and find the campaigns striking, likeable, and clear.

80 %



of respondents recall advertising for specific brands.

Where brands land and get noticed! Connect with our sales team to create your tailor-made advertising solution.



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