

Clear Channel Outdoor-Commissioned Nielsen Study: Airport Advertising Continues Driving Frequent Flyers to Even More Action Post Ad Exposure as Air Travel Surges

Airport Media Drives Greater Impact for Brand, Proving Itself a Powerful Engagement Medium Among Frequent Flyers Who Are 2x More Likely to Be Their Company's AI Decision-Maker

NEW YORK, Sept. 15, 2025 /PRNewswire/ -- As America's airports experience record-setting traveler volumes and prepare for continued growth through 2025, [new research](#) commissioned by Clear Channel Outdoor (CCO), and conducted by Nielsen, offers a timely, data-backed case for local and national brands to amplify their presence in the airport environment.



The study comes as air travel continues surging and as TSA has screened record numbers of travelers this year, and the trend is expected to accelerate into 2026. Moreover, this growth is driven by pent-up travel demand, modernization and expansion of U.S. airports, and a wave of Americans eager to explore new adventures. As travel continues to rise and airport dwell times remain high, airport advertising offers brands a premium, uncluttered, safe, and high-impact environment to connect with a captive and motivated audience.

The study, which focused on business travelers** and frequent flyers*, provides a revealing look into traveler perceptions, preferences, and, most importantly, behaviors following exposure to airport advertising. In an era defined by traveler mobility, digital connectivity and experiential marketing, this study further underscores how airport media is uniquely

positioned to deliver brand awareness and conversion at scale.

Why Advertisers Should Leverage Airport Media Now

1. Airport Ads Drive Real Results

The study's findings highlight the strength of airport media across the entire marketing funnel. Frequent flyers who noticed airport advertising responded to the survey in the following ways:

- **82%** *read* airport advertisements.
- **61%** *recall* seeing airport advertisements.
- **57%** *took action* after viewing an ad in an airport—an **8% increase** from the 2022 study.

2. What Actions Are Travelers Taking?

Among those who acted after seeing airport advertising:

- **61%** visited the advertised **location**.
- **53%** visited the advertised **website**.
- **45%** scanned a **QR code**—a **6% increase** from 2022.
- **36%** visited the **social media site**.

3. What Travelers Want to See:

As airports nationwide continue transforming the air travel experience into an even greater experience and overall sense of place for travelers, airport audiences, especially frequent flyers, want advertising that resonates. Among the top three types of ads frequent travelers want to see in their hometown airport are the following:

- **88%** want ads from **local businesses**
- **53%** want ads from **local sports teams**
- **48%** want ads from **local educational institutions**

Reach Tech Savvy Decision-Makers with 2x Purchasing Power

The survey data show that airport environments are a powerful place to reach influential professionals, especially those who make major decisions in technology and innovation. Here's what the findings reveal about these frequent flyers:

- **More than twice as likely to be executives:** Frequent flyers are over **two times more likely** to have a **C-suite title** (like CEO, CFO or CTO) than employed people who aren't traveling. (*Index 221 means they are 121% more likely than average.*)
- **Much greater purchasing power:** Frequent flyers are more than **twice as likely** to have influence over **\$500,000 or more in business spending**. (*Index 226 = 126% more likely than average.*)
- **Cutting-edge companies:** **65% of these frequent flyers** say their companies are either leaders in technology or keeping pace with the latest trends.
- **AI decision-makers:** Frequent flyers are over **two times more likely** to be the person **making decisions about Artificial Intelligence** at their company. (*Index 236 = 136%*)

more likely.)

- **Investing in the future:** Frequent flyers are also **65% more likely** to work for companies that are **actively investing in AI**. (*Index 165 = 65% higher likelihood.*)

"As air travel continues to surge and airports evolve into vibrant commercial hubs creating a sense of place for travelers, this new research affirms what we've long known — airport advertising is not only seen, but it also inspires action," said Morten Gotterup, president, Clear Channel Outdoor, Airports Division. "With over half of all travelers taking meaningful steps after seeing airport ads, from visiting websites to scanning QR codes, this valuable medium offers brands an unrivaled opportunity to influence decisions at a moment of high intent. Now is the time for both local and national advertisers to lean in and capture the attention of this powerful, engaged audience."

*** Business Frequent Flyer takes 3 or more round trips for business annually.*

** Frequent Flyers take 3 or more domestic round trips annually.*

About Clear Channel Outdoor

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is at the forefront of driving innovation in the out-of-home advertising industry. Our dynamic advertising platform is broadening the pool of advertisers using our medium through the expansion of digital billboards and displays and the integration of data analytics and programmatic capabilities that deliver measurable campaigns that are simpler to buy. By leveraging the scale, reach and flexibility of our diverse portfolio of assets, we connect advertisers with millions of consumers every month.



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