

Businesses Poised to Capitalize on Innovative Digital Ad Program that Engages Travelers Passing through Destin-Fort Walton Beach Airport (VPS)

Nielsen Study Finds More than Three Quarters of Travelers Notice Airport Ads

FORT WALTON BEACH, Florida, (February 3, 2017) – As airports across the nation have cleared the runway to own the coveted role of “first and lasting impression” of their home region, forward-thinking airport authorities have upped their game to leverage this unique position into a greater revenue generating opportunity for local, regional and national companies who wish to connect with business and leisure travelers. And the Destin-Fort Walton Beach (VPS) Airport is among those in-line for take-off having inked a new partnership with [Clear Channel Airports](#) (CCA), a brand division of Clear Channel Outdoor Americas (CCOA) (NYSE:CCO), and a subsidiary of iHeartMedia Inc.

Nearly one million passengers traveled through VPS last year, which was an 18 percent year over year increase in passenger traffic making VPS the fastest growing airport in Florida. Beginning in April 2017, advertisers will be able to reach this lucrative and captive consumer base with Clear Channel Airport’s highly visible advanced advertising solutions.

This new advanced advertising program at VPS includes state-of-the-art digital place based media assets, terminal-wide digital networks, product enhancements like large format tension displays and a highly marketable inventory across the terminal concourse and in baggage claim visible to VPS passengers, meeters and greeters.

“We are pleased to continue our long-standing relationship with Clear Channel Airports as our airport advertising partner,” said Tracy Stage, Destin-Fort Walton Beach Airports Director. “Our airport provides a great opportunity for companies to present their brands to hundreds of thousands of travelers, meeters and greeters each year. Advertising in the airport exposes local and regional businesses to consumers from all over the world in a way no other media can.”

In fact, a recent Nielsen study shows that nearly 60 percent of business and leisure travelers believe that advertising in airports is an indicator of high-quality brands and products, and more than three-quarters of leisure and business travelers say they notice airport digital ads, with over one-third of travelers surveyed confirming they will visit a website or use an app to find out more about a product or service they see advertised inside an airport. Additionally, VPS is a major airport servicing Florida’s Emerald Coast with

passengers travelling for both leisure and business given the region's broad economy. Considering the region is home to Eglin Air Force Base, and premium vacation destinations, CCA will be able to offer innovative advertising opportunities to many brands and reach a wide array of consumers ranging from leisure travelers to C-suite executives to outdoor enthusiasts.

Representatives from Clear Channel Airports will be at the Destin-Fort Walton Beach Airport the week of February 13th. For an appointment to see demonstrations and renderings please contact Dan Devine, Project Sales Manager at 610-944-2130 or danieldevine@clearchannel.com .

About Destin-Fort Walton Beach Airport

The Destin-Fort Walton Beach Airport is the primary passenger service air carrier airport for Florida's Emerald Coast. VPS moves more than 900,000 passengers per year with nonstop service to more than twenty cities. To learn more, please visit <http://www.flyvps.com/> .

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