



# Facts & figures 2017

Connecting brands to the world at Amsterdam Airport

**Schiphol**





# Welcome to Schiphol Media

Welcome to Schiphol Media’s Facts & Figures brochure 2018, which contains our final statistics for 2017. As you look through the pages, you will find the passenger numbers and demographics that show why the airport is such an ideal place to advertise.

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# 1. Amsterdam Airport Schiphol



As you can see, Amsterdam Airport Schiphol again surpassed its previous record by hosting a grand total of 63.5 million passengers in 2016. In fact, Schiphol has grown to become the 3rd largest airport in Europe, and is now the fastest-growing airport in Europe. It's also the 4th largest international airport and the 2nd most important in terms of hub connectivity. Altogether, it's a pretty high score – and we'll continue to aim high in 2017. All facts and figures are based on Schiphol's Continuous Research 2016, unless otherwise stated.

Dwell time:  
146 minutes

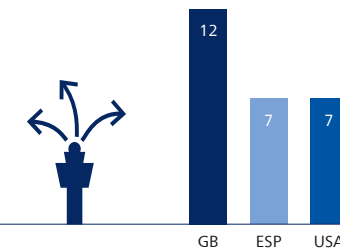


## Departing passengers

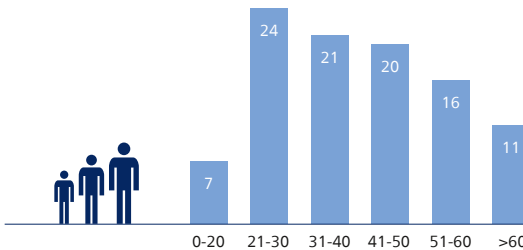
**34.2** million



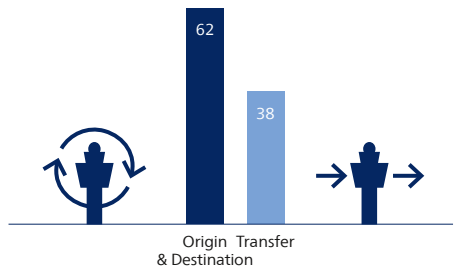
## Top 3 destination countries in %



## Age in %



## Type of passengers in %

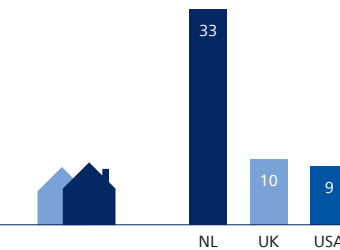


## Arriving passengers

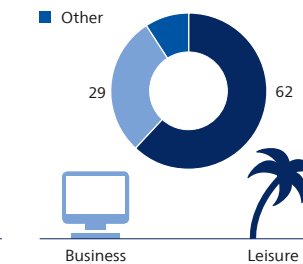
**34.2** million



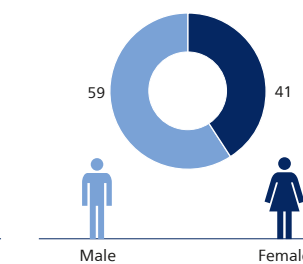
## Top 3 countries of residence in %



## Reason for travel in %



## Gender in %



## Frequency of flying







# Traffic

Top 5 European airports

	million passengers a year	Growth in %
London (Heathrow)	75.7	+ 1.0%
Paris (Charles De Gaulle)	65.9	+ 0.2%
<b>Amsterdam</b>	<b>63.5</b>	<b>+ 9.1%</b>
Frankfurt	60.7	– 0.4%
Istanbul (Atatürk)	60.2	– 1.7%

Source: ACI World Airport Traffic Report 2016

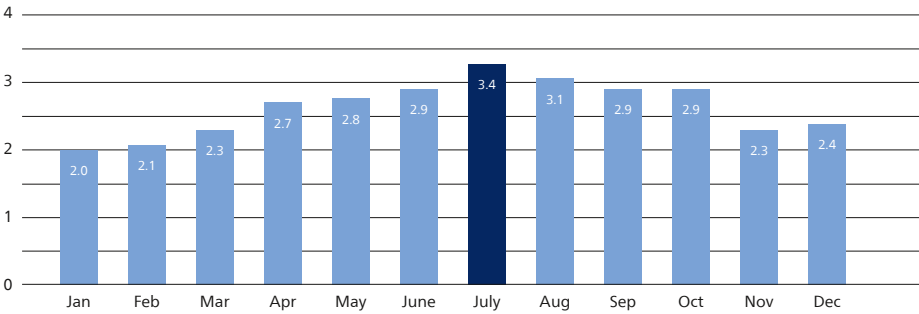
Historic overview per year, in millions

	2009	2010	2011	2012	2013	2014	2015	2016
Departing	21.8	22.5	24.8	25.5	26.3	27.5	29.2	31.8
Arriving	21.7	22.7	24.9	25.5	24.9	27.5	29.1	31.7
<b>Total</b>	<b>43.5</b>	<b>45.2</b>	<b>49.7</b>	<b>51.0</b>	<b>52.6</b>	<b>55.0</b>	<b>58.3</b>	<b>63.5</b>

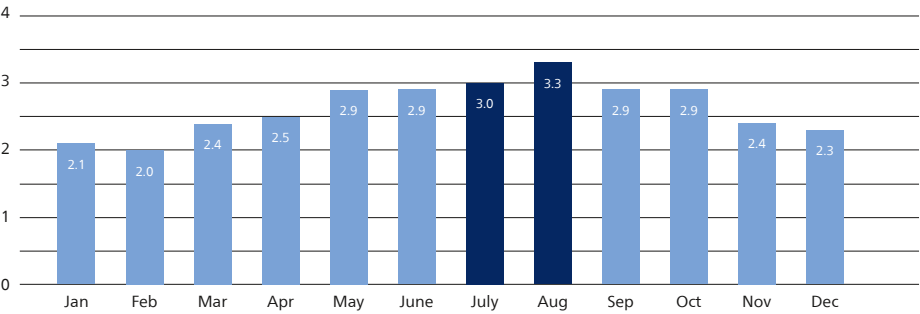
Passenger numbers per passenger type, in millions

	O&D	Transfer	Total
Departing	18.8	12.0	30.8
Arriving	19.8	12.0	31.8
<b>Total</b>	<b>38.5</b>	<b>24.0</b>	<b>63.5</b>

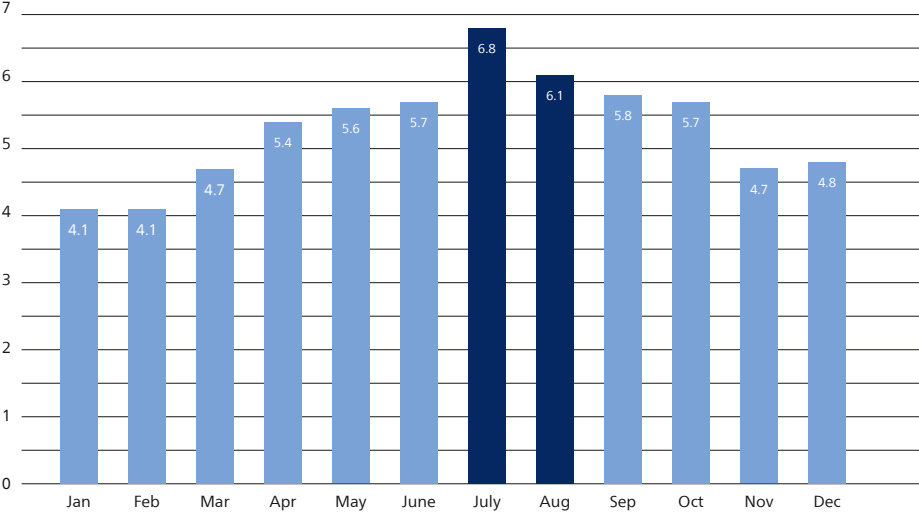
Departing passengers per month in millions



Arriving passengers per month in millions



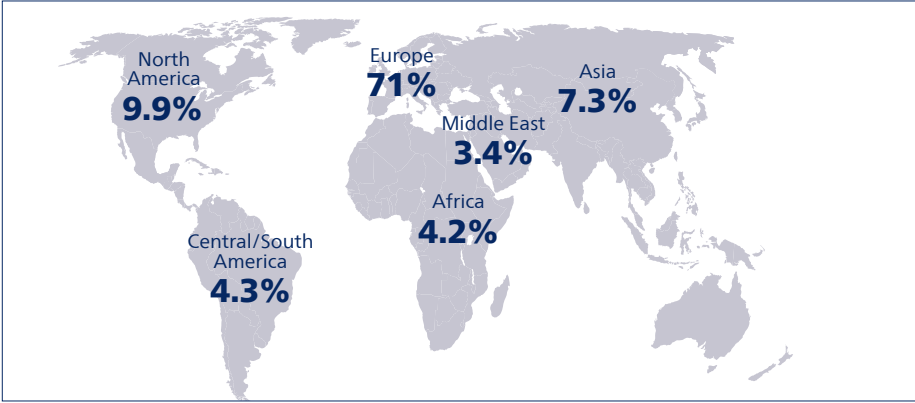
Total number of passengers per month in millions



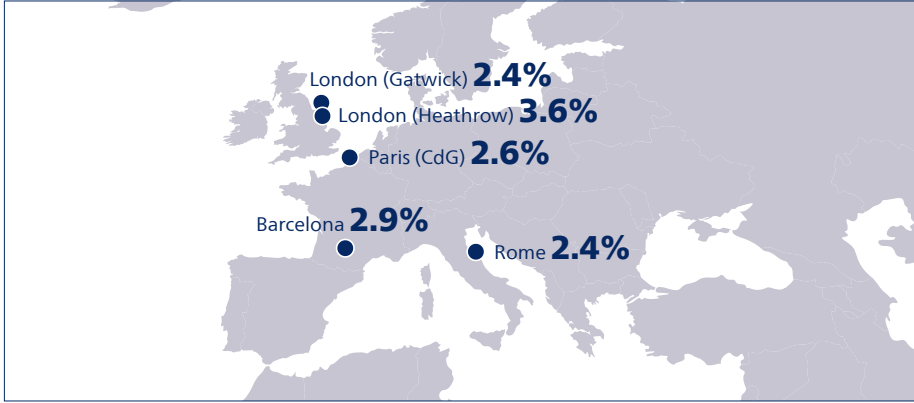


# Destinations

Destination continent

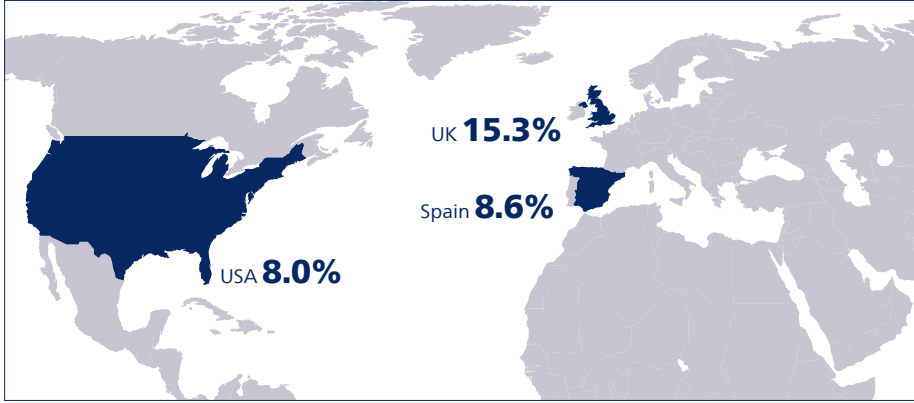


Airports of destination - Top 5 Airports of Destination



Total number of destination airports: 322.

Country of destination - Top 3 country of destination







## 2. Reaching a captive audience

A large majority of our passengers say that advertisements suit the airport environment

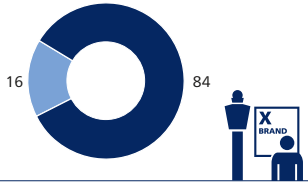
### Reaching a captive audience

#### Travelers are happy to see advertising

When asked to what extent they agreed with various statements, passengers replied as follows:

The advertisements suit the airport environment		The advertisements are noticeable at this airport	
Totally agree	10%	Totally agree	14%
Agree	74%	Agree	69%
Neither agree nor disagree	12%	Neither agree nor disagree	12%
Disagree	3%	Disagree	5%
Totally disagree	1%	Totally disagree	0%

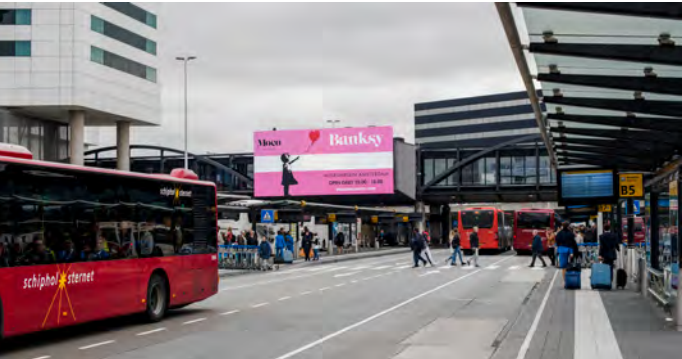
Most passengers think advertising fits well within the airport environment 84%



Most passengers think that the advertisements are very noticeable 83%



Source: Schiphol Continuous Research 2015



#### Advertising Awareness

Have you seen any advertisements at the airport?

	2010	2012
Definitely	58.0%	75.0%
Probably	28.0%	7.0%
Definitely not	14.0%	18.0%

Where did you see advertisements?

	2010	2012
Before check-in	53.0%	64.0%
During check-in	64.0%	53.0%
After security	75.0%	89.0%

dvj Insights campaign research 2012

#### 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.

dvj Insights campaign research 2012





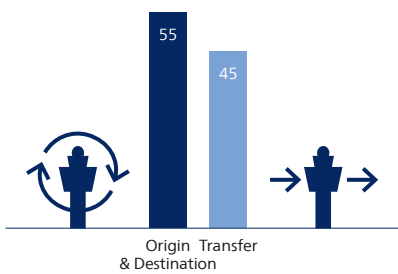
# 3. Passenger profile

 **19.9**  
million passengers

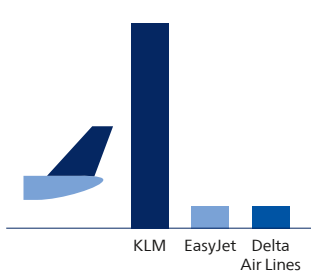
## Business travelers



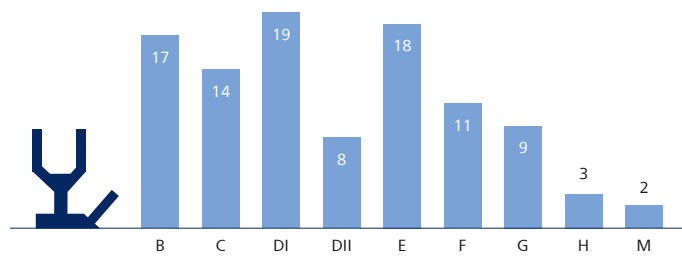
Type of passengers in %



Top 3 airlines



Use of Pier in %



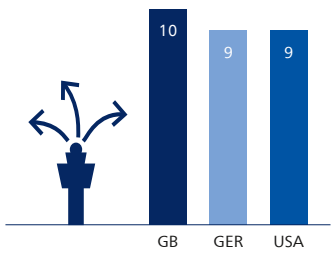
Average duration



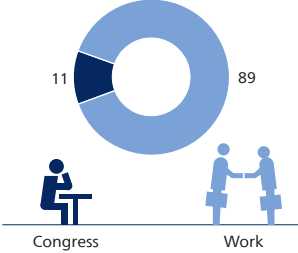
Frequency of flying



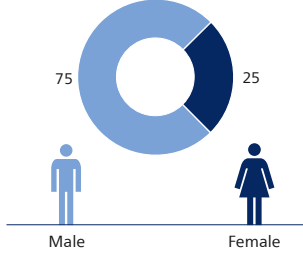
Top 3 destination countries in %



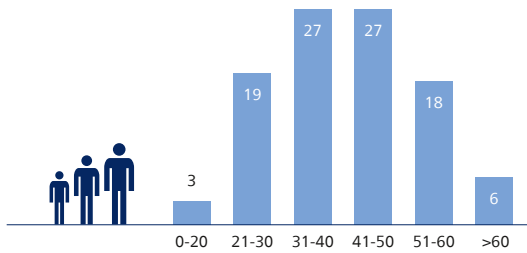
Purpose in %



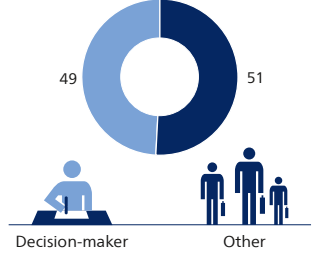
Gender in %



Age in %



Position in %

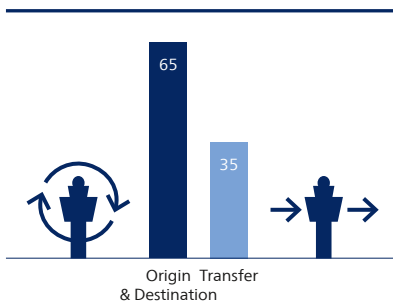




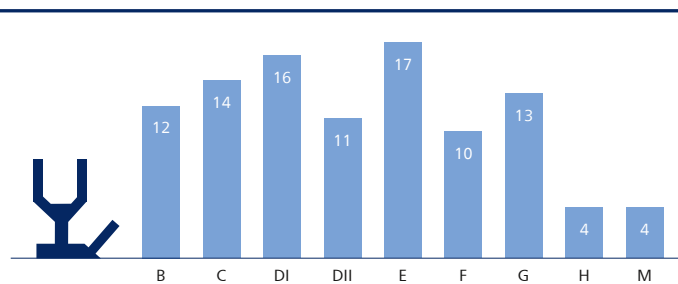


## Leisure travelers

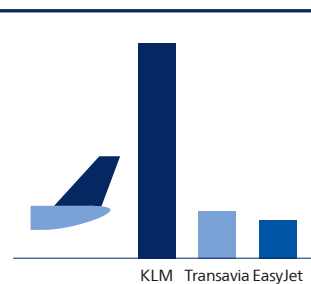
Type of passengers in %



Use of Pier in %



Top 3 airlines



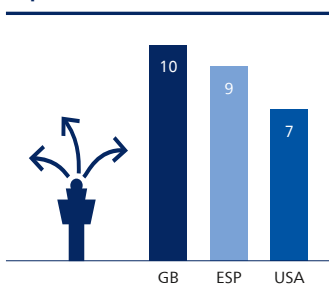
Average duration



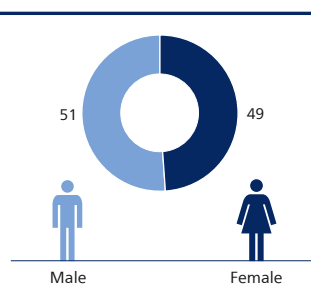
Frequency of flying



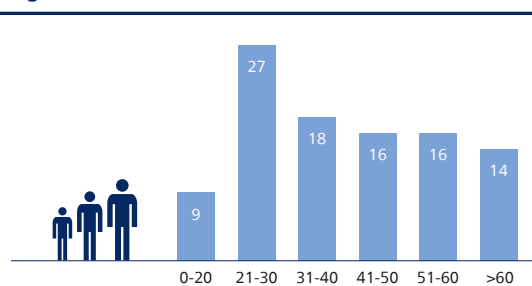
Top 3 destination countries in %



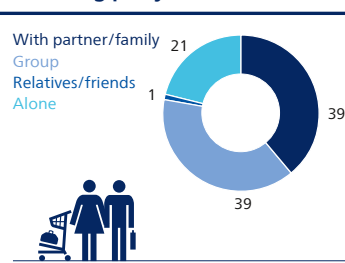
Gender in %



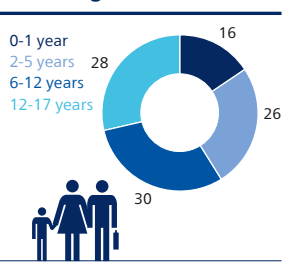
Age in %



Traveling party in %



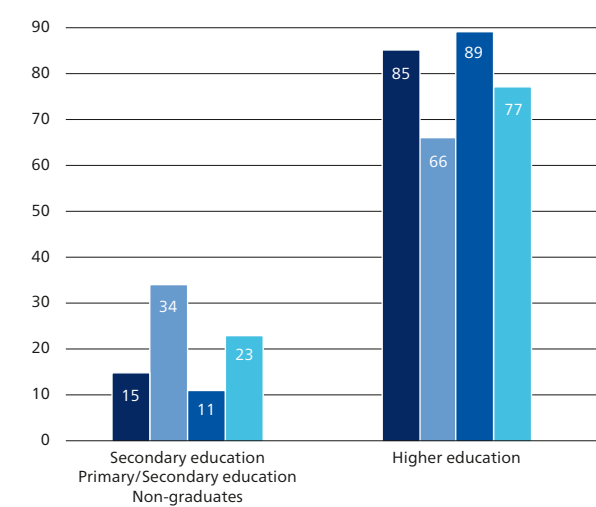
Traveling children in %



Source: Continuous Holiday Research 2010

## Education & Income

Education in %

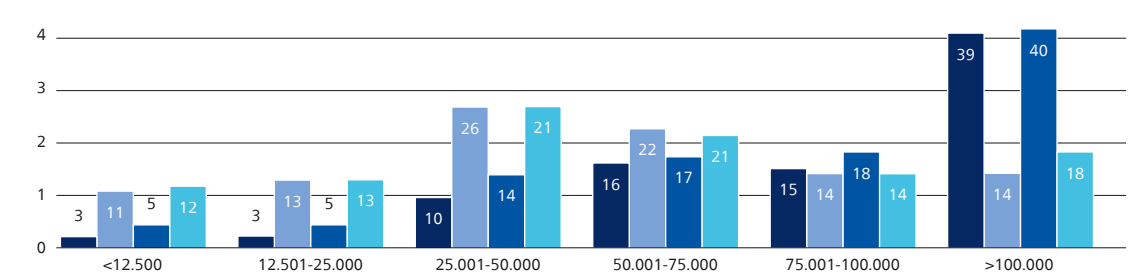


- Dutch business travelers
- Dutch leisure travelers
- Non-Dutch business travelers
- Non-Dutch leisure travelers



- Dutch business travelers
- Dutch leisure travelers
- Non-Dutch business travelers
- Non-Dutch leisure travelers

Income per household (in Euro, per year)



Source: Schiphol Continuous Research Q1 2015

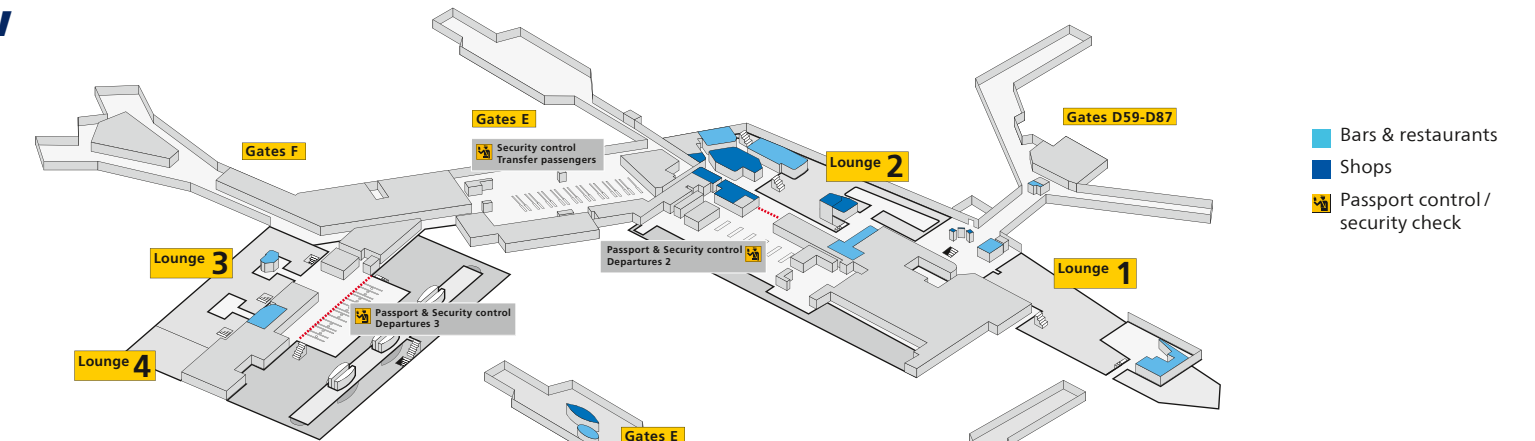


## 4. Area profile

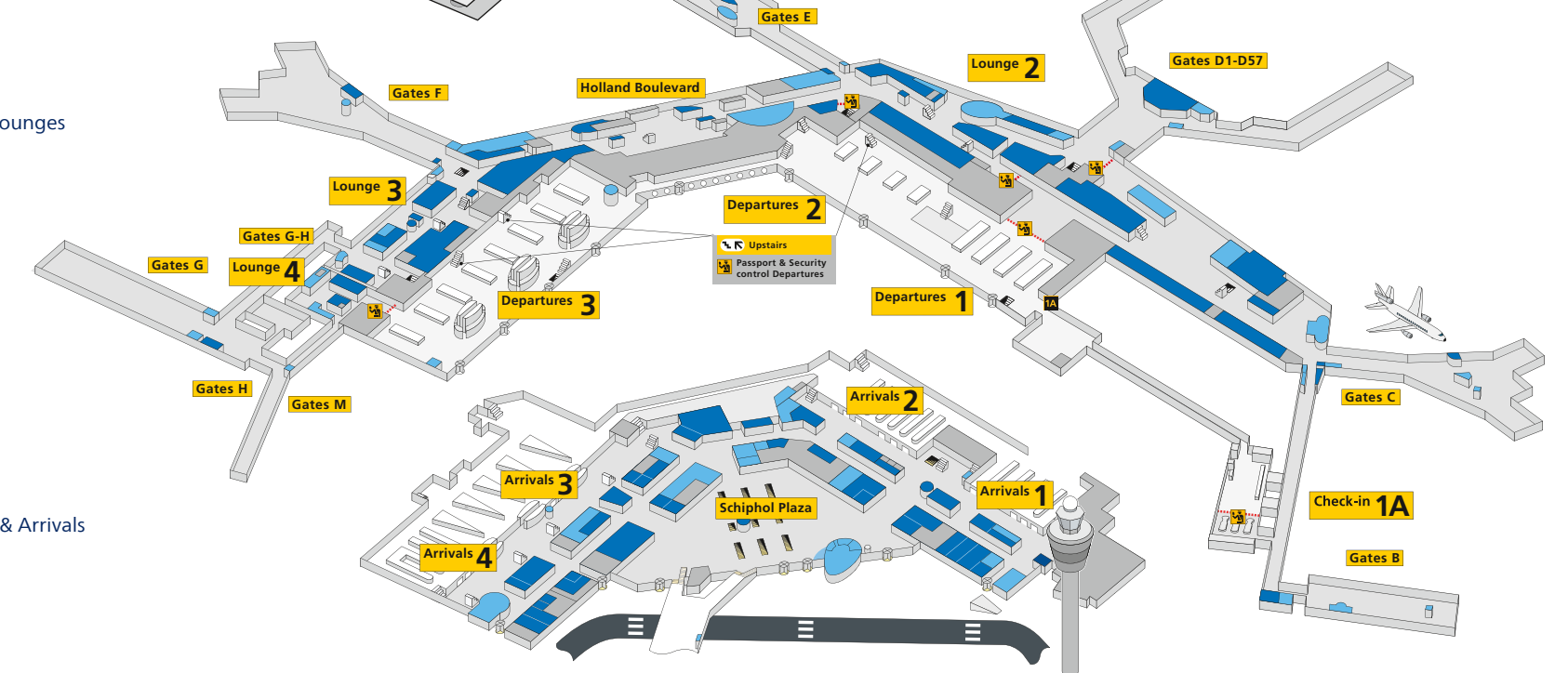


### Map overview

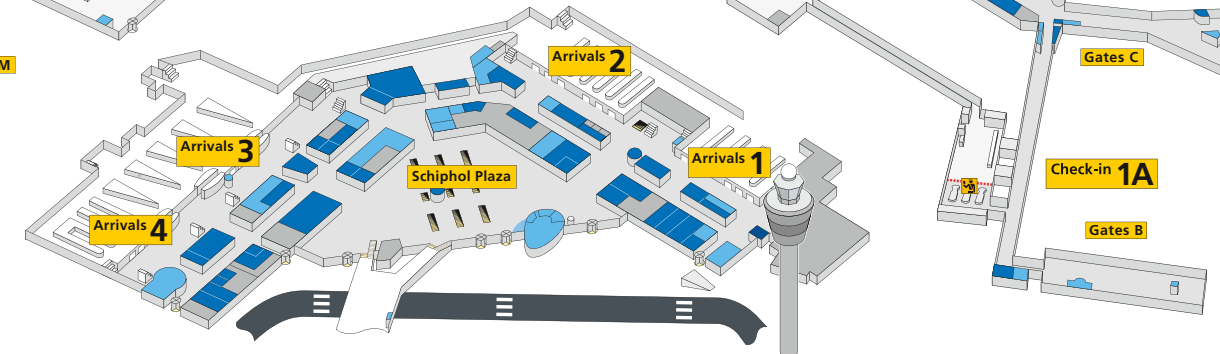
Level 2



Level 1  
Departures & Lounges



Level 0  
Schiphol Plaza & Arrivals





# Overview of advertising areas

People passing through Jan Dellaert square and Schiphol Plaza in millions

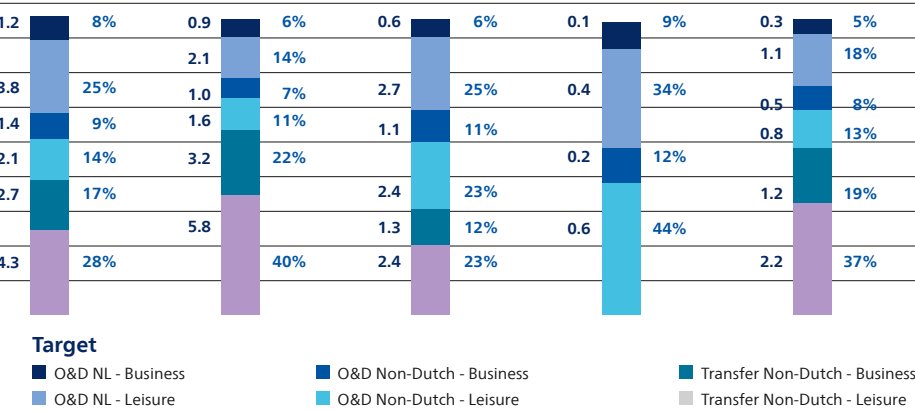
Jan Dellaert square	22.2
Schiphol Plaza	52.6

Passengers per Check-in in millions

Check-in 1	Check-in 2	Check-in 3	Total
7.1	3.5	9.2	19.8
36%	18%	46%	100%

Passengers per Lounge in millions

Lounge 1	Lounge 2	Lounge 3	Lounge 4	Holland Boulevard
Total 15.6	Total 14.6	Total 10.5	Total 1.3	Total 6.1



Passengers per Pier in millions

B	C	D1	D2	E1	E2	F1	F2	G1	G2	H	M	Total
8.4	11.9	11.7	7.3	4.5	3.2	2.9	1.8	3.0	2.4	3.6	2.6	63.3
13%	19%	18%	12%	7%	5%	5%	3%	5%	4%	5%	4%	100%

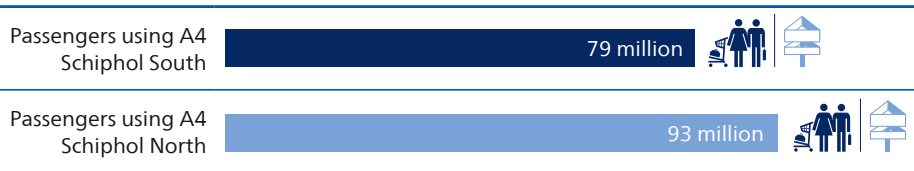
Passengers per reclaim hall in millions

Reclaim hall 1	Reclaim hall 2	Reclaim hall 3	Reclaim hall 4	Total
5.9	4.7	4.4	4.7	19.7
30%	24%	22%	24%	100%

Average time spent at Schiphol in minutes

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

Vehicles using A4 highway Per year



## Jan Dellaert square

Jan Dellaert square is the main forecourt outside Schiphol from which passengers arriving by bus or coach enter the airport. Many Schiphol workers also cross this square on a daily basis. The square is therefore mainly used by people who live in the Netherlands.



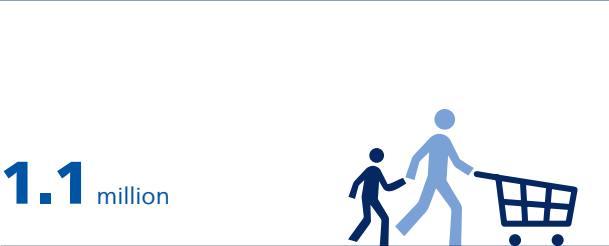
Passengers



Meeters and Greeters



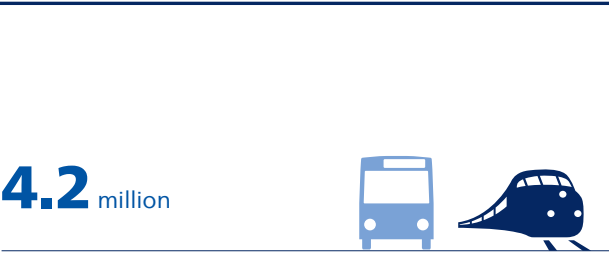
Day Trippers



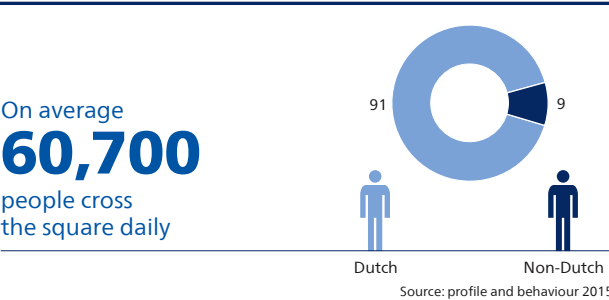
Schiphol workers



Public Transport Traveler



Schiphol workers





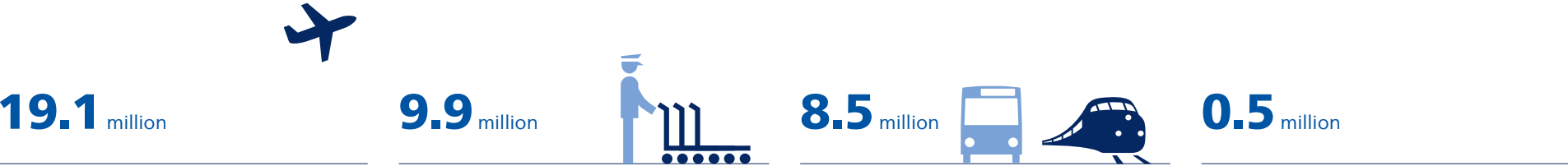


Schiphol Plaza

Schiphol Plaza is located at the very heart of the airport, and forms a junction where numerous passenger flows intertwine. With the main entrance at the front, a large railway station below, arrivals halls and access to the departures level at the rear, meeting points in the middle, and luxury shops and food & beverage facilities all around, it's the place where everyone and everything comes together.



Arriving passengers	Schiphol related workers	Public Transport Travelers	Other
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Departing passengers	Meeters and Greeters	Day Trippers
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Source: Plaza profiel en gedrag 2015

Passengers per check-in

Passengers per Check-in in millions

Check-in 1	Check-in 2	Check-in 3	Total
7.1	3.5	9.2	19.8
36%	18%	46%	100%

Schengen / Non-Schengen destination

Destination of passengers per check-in	Check-in
SCH: Schengen	50%
EUR: Non-Schengen	28%
ICA: Non-Schengen	22%

Country of residence

Passengers per check-in	Check-in 1	Check-in 2	Check-in 3	Total
The Netherlands	65%	54%	50%	54%
NW Europe	16%	24%	29%	25%
Europe Other	13%	8%	7%	8%
North America	2%	5%	5%	5%
ICA Other	4%	9%	9%	8%

Reason for travel

Passengers per check-in	Check-in 1	Check-in 2	Check-in 3	Total
NL business travelers	10%	22%	8%	12%
Non-Dutch business travelers	14%	20%	15%	16%
NL leisure travelers	55%	32%	42%	42%
Non-Dutch leisure travelers	21%	27%	35%	30%

Transport used to the airport

	Public transport	Car parked	Brought by car	Taxi	Other
Business travelers	42%	13%	14%	19%	12%
Leisure travelers	43%	12%	26%	13%	6%
Total	42%	12%	23%	15%	8%





# 5. Lounges







# Lounge 1

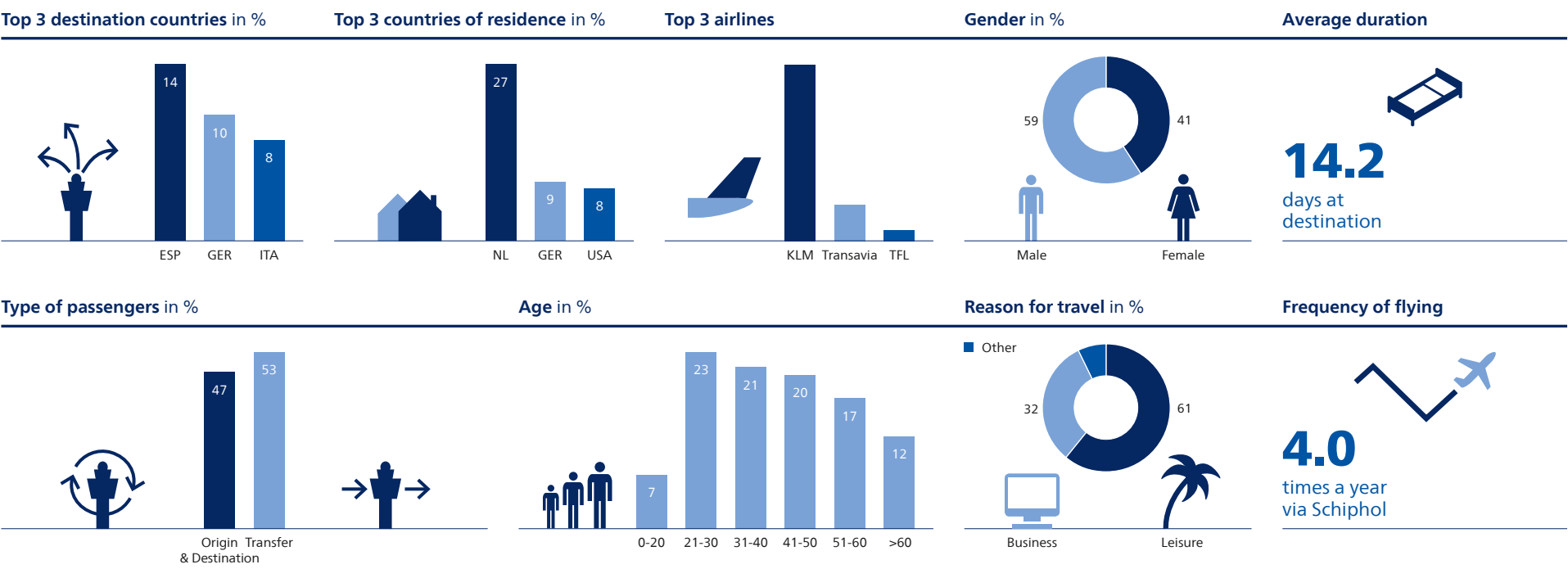
Lounge 1 is visited exclusively by passengers flying to a Schengen destination and offers a wide selection of shops with international brands and traditional Dutch products. The lounge has a luxurious look & feel and a vibrant ambiance. Airport Park, Starbucks and Rituals Spa are just a few of the attractive names hosted in this lounge. Piers B, C and DII are connected to this lounge.

## Schengen countries

- Austria
- Belgium
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Norway
- Poland
- Portugal
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland



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







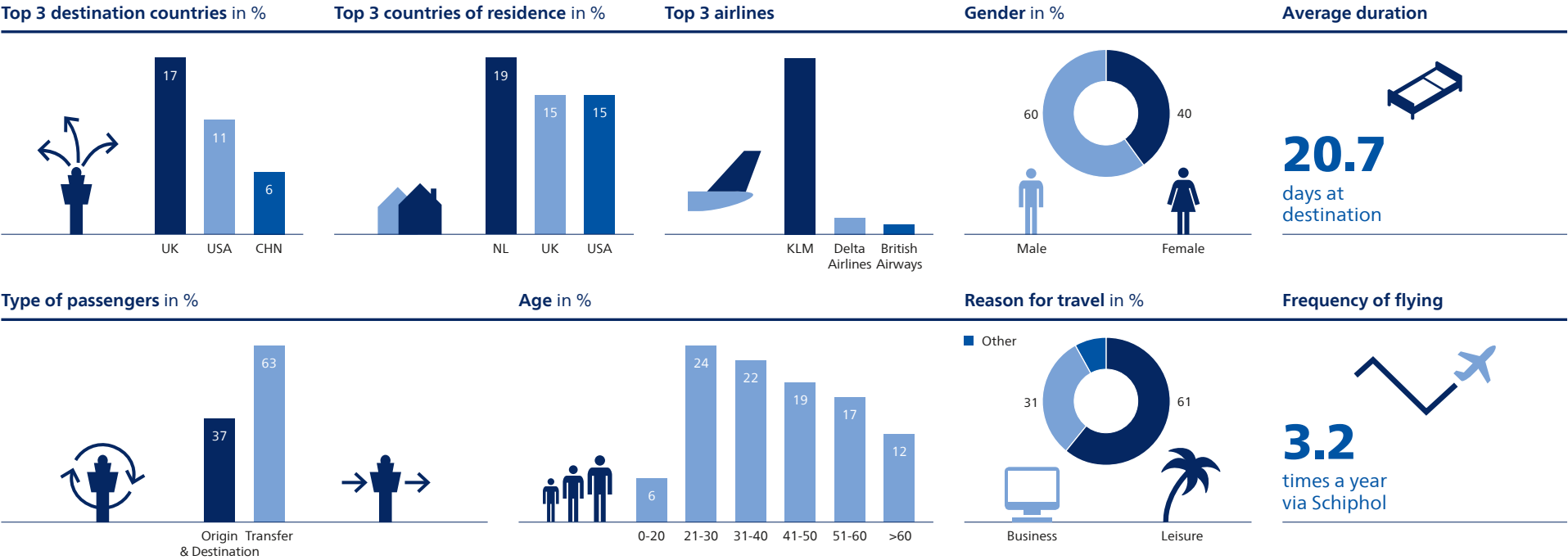
## Lounge 2

Lounge 2 is the busiest non-schengen 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 Pier DI is used by 34% of them. Piers DI, E and F are connected to this lounge.



## Lounge 2

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







# Lounge 3

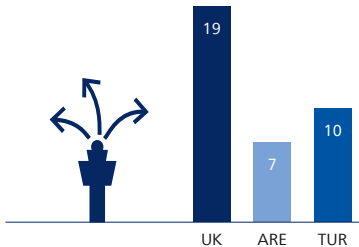
Lounge 3 provides an excellent retail proposition specifically designed to appeal to its upmarket passengers. Brand stores include Burberry, Hermès and Victoria’s Secret. Passengers flying to China and the Middle East mainly use Lounge 3, and their numbers are growing rapidly. Piers F, G and H are connected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



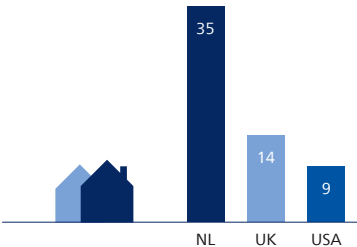
- 76 minutes average dwell time
- 59 destination airports
- 24 airlines
- Top 3 destination airports:
  - London (Gatwick)
  - London (Heathrow)
  - Dubai



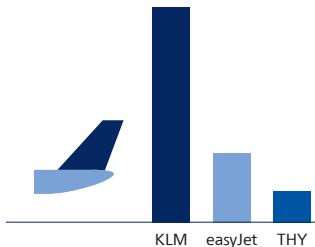
Top 3 destination countries in %



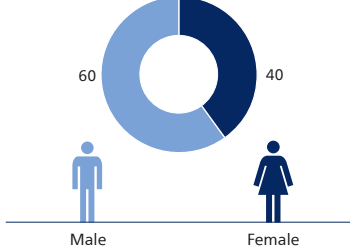
Top 3 countries of residence in %



Top 3 airlines



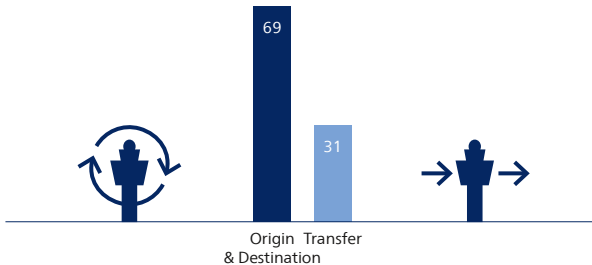
Gender in %



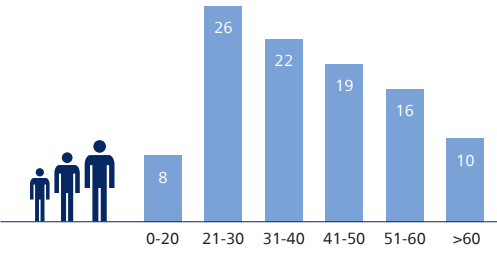
Average duration



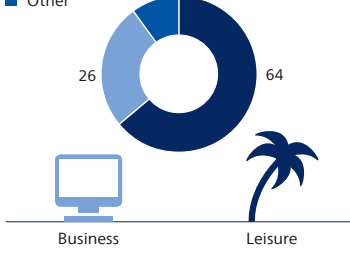
Type of passengers in %



Age in %



Reason for travel in %



Frequency of flying





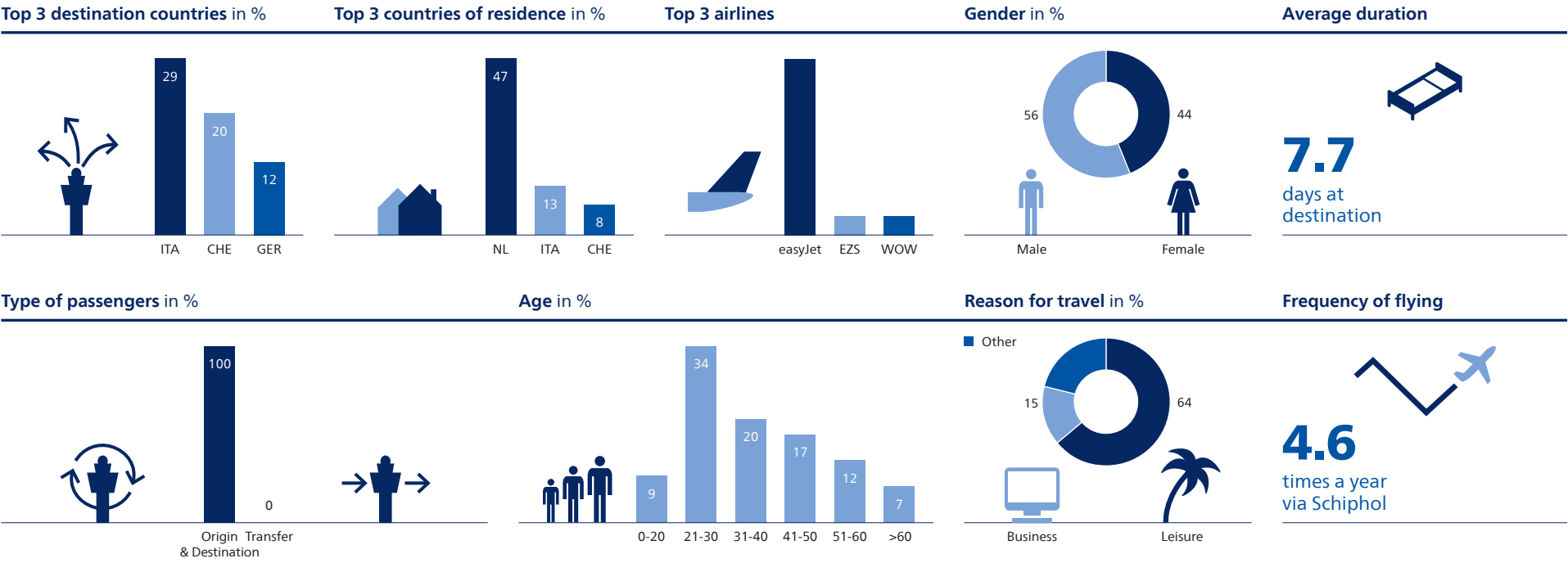


# Lounge 4

Lounge 4 is the low-budget departure lounge for the Schengen countries. Its facilities include a combined brand store concept with brands like Rituals, Tommy Hilfiger, Swatch, O.P.I., Desigual and Philosophy. A lounge café and an urban food market are there for a quick bite and a drink. Pier M is connected to this lounge.



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





## 6. Piers

# HOE KUNNEN WE DE OVERGANG NAAR DUURZAME ENERGIE BEWERKSTELLIGEN?

> Met 's werelds meest uitgebreide gasnetwerk en een betrouwbare energieleverancier uit Noorwegen.

Aardgas uit **Noorwegen** is een emissiearme en betaalbare oplossing om aan de Nederlandse energievraag te voldoen. Lees meer op [statoil.nl](http://statoil.nl)

Noors gas zorgt ervoor.  Statoil

*Wat doen we als de wind  
en zon niet genoeg energie  
hebben geleverd?*

> Dan laten we de energiecentrale  
even bijspringen.

Aardgas uit Noorwegen is een emissiearme en betaalbare oplossing om aan de Nederlandse energievraag te voldoen. Lees meer op [statoil.nl](http://statoil.nl)

Noors gas zorgt ervoor.  Statoil

*Wat is de perfecte mix  
voor de overgang  
naar duurzame energie?*

> Zon en wind en een beetje  
voor als ze afwezig zijn.

Aardgas uit Noorwegen is een emissiearme en betaalbare oplossing om aan de Nederlandse energievraag te voldoen. Lees meer op [statoil.nl](http://statoil.nl)

Noors gas zorgt ervoor.  Statoil

*Waarom wordt er altijd  
gesproken over het  
warme Zuiden?*

> Omdat het er  
al het warmte.

Aardgas uit Noorwegen is een emissiearme en betaalbare oplossing om aan de Nederlandse energievraag te voldoen. Lees meer op [statoil.nl](http://statoil.nl)

Noors gas zorgt ervoor.  Statoil

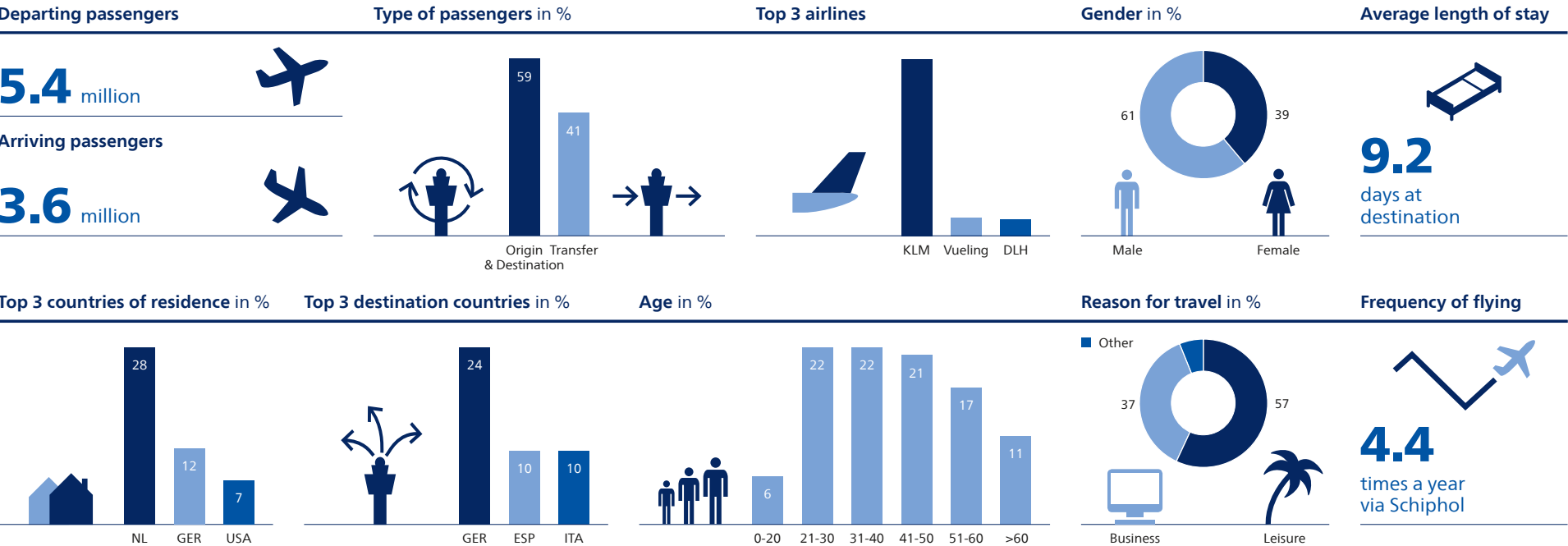






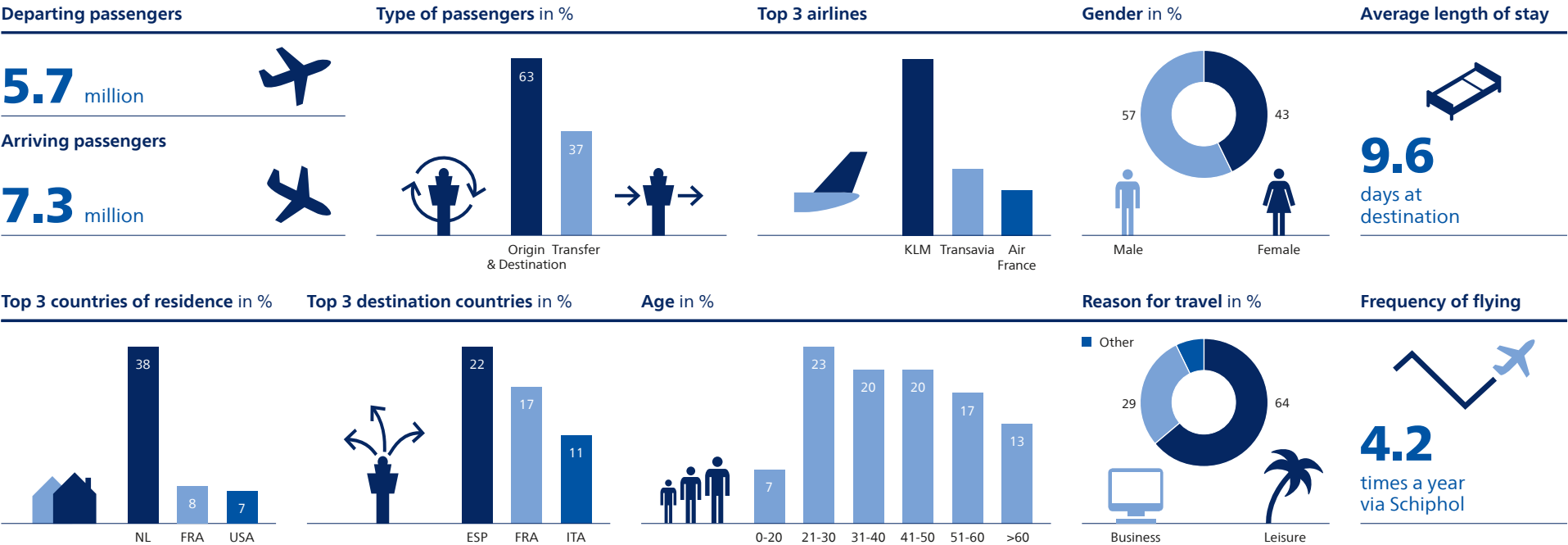
## Pier B

Dwell time:  
74 minutes



## Pier C

Dwell time:  
77 minutes

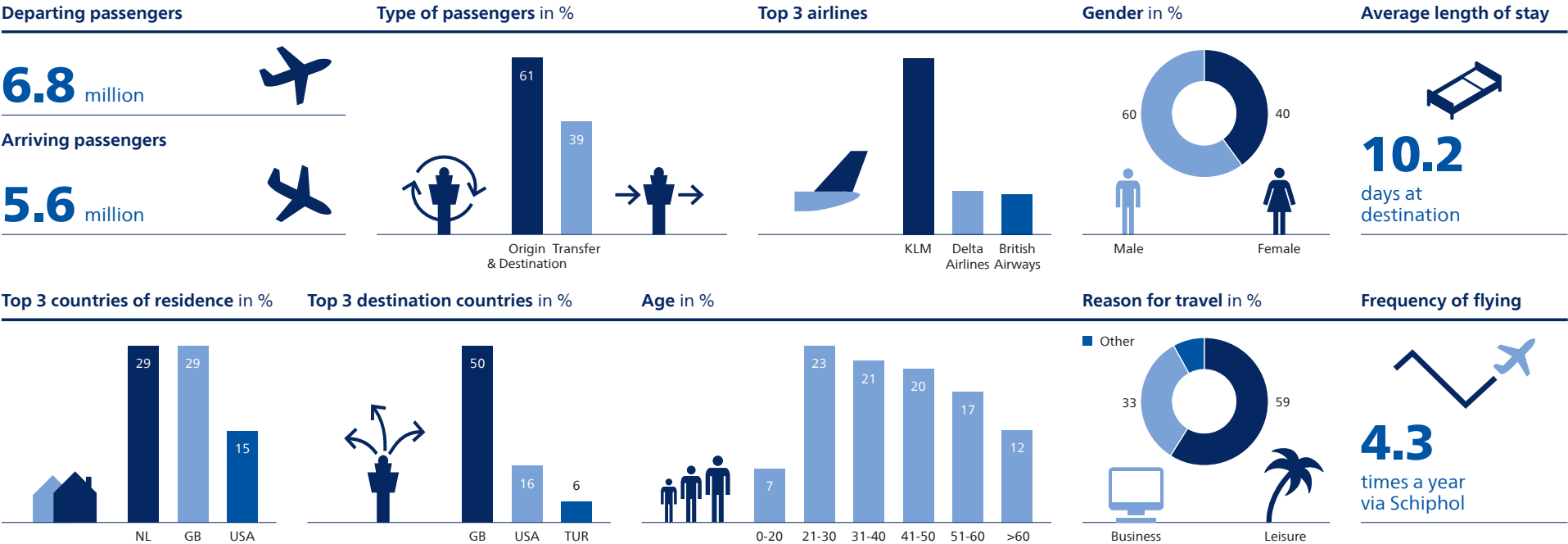






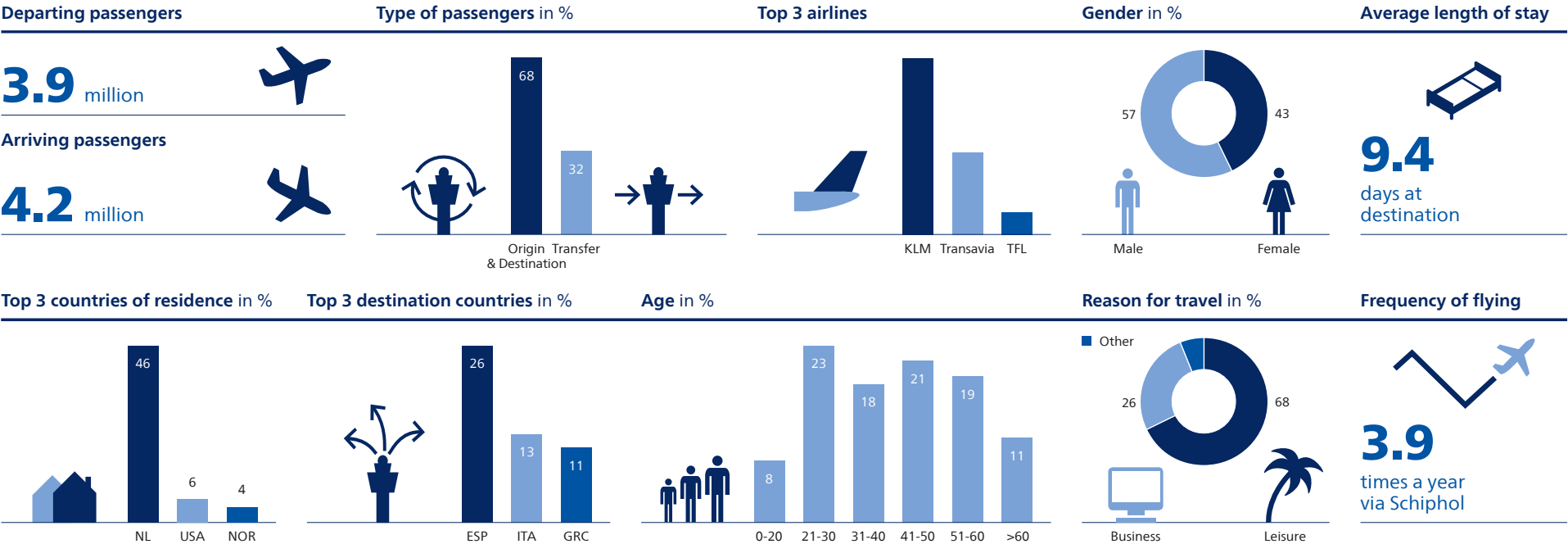
## Pier D1

Dwell time:  
76 minutes



## Pier D2

Dwell time:  
74 minutes







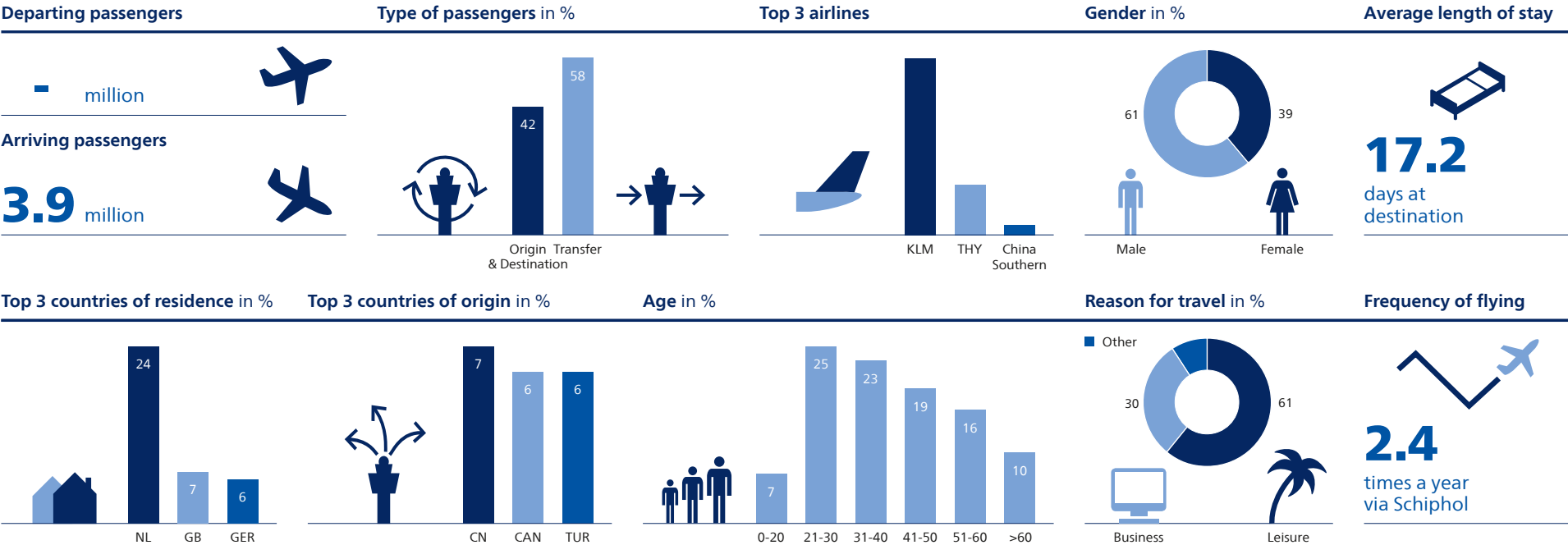
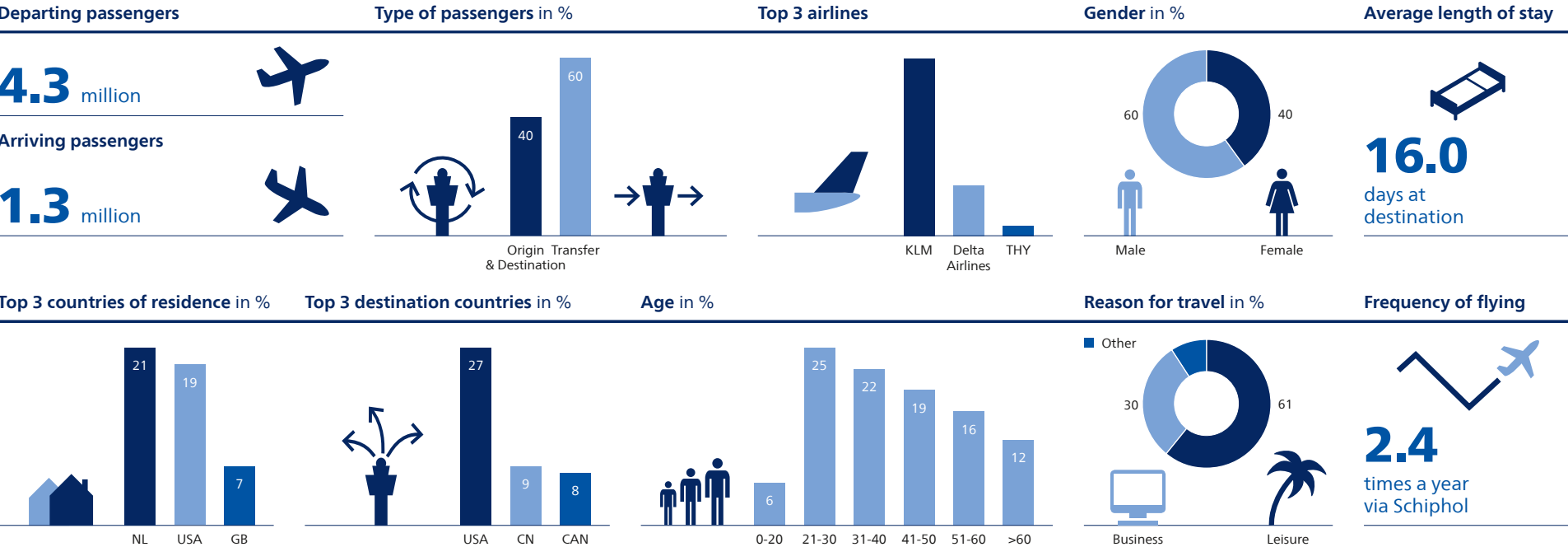
## Pier E1

Dwell time:  
90 minutes



## Pier E2

Dwell time:  
74 minutes

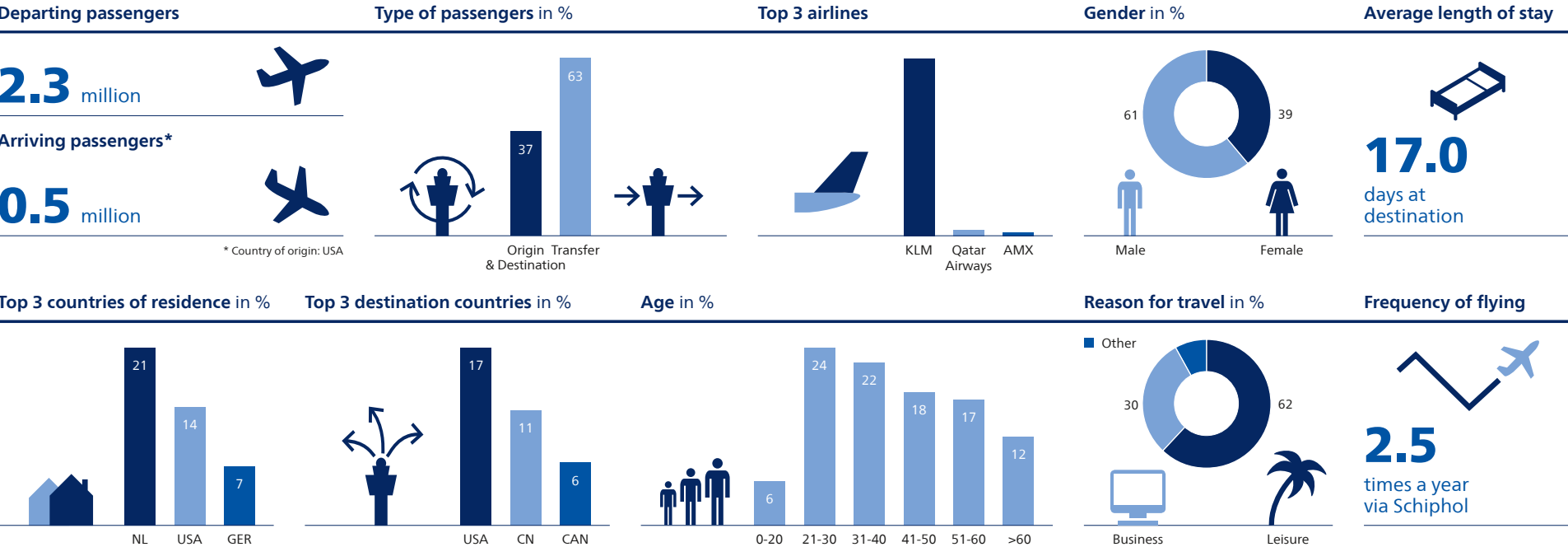




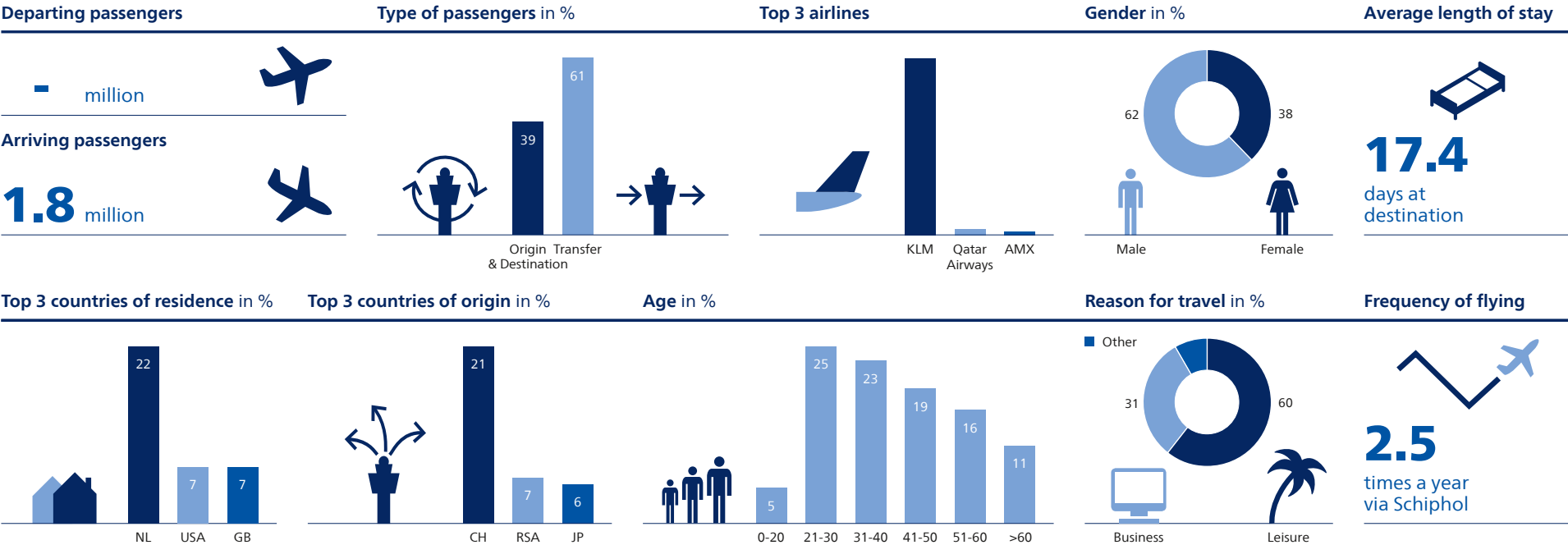


## Pier F1

Dwell time:  
86 minutes



## Pier F2

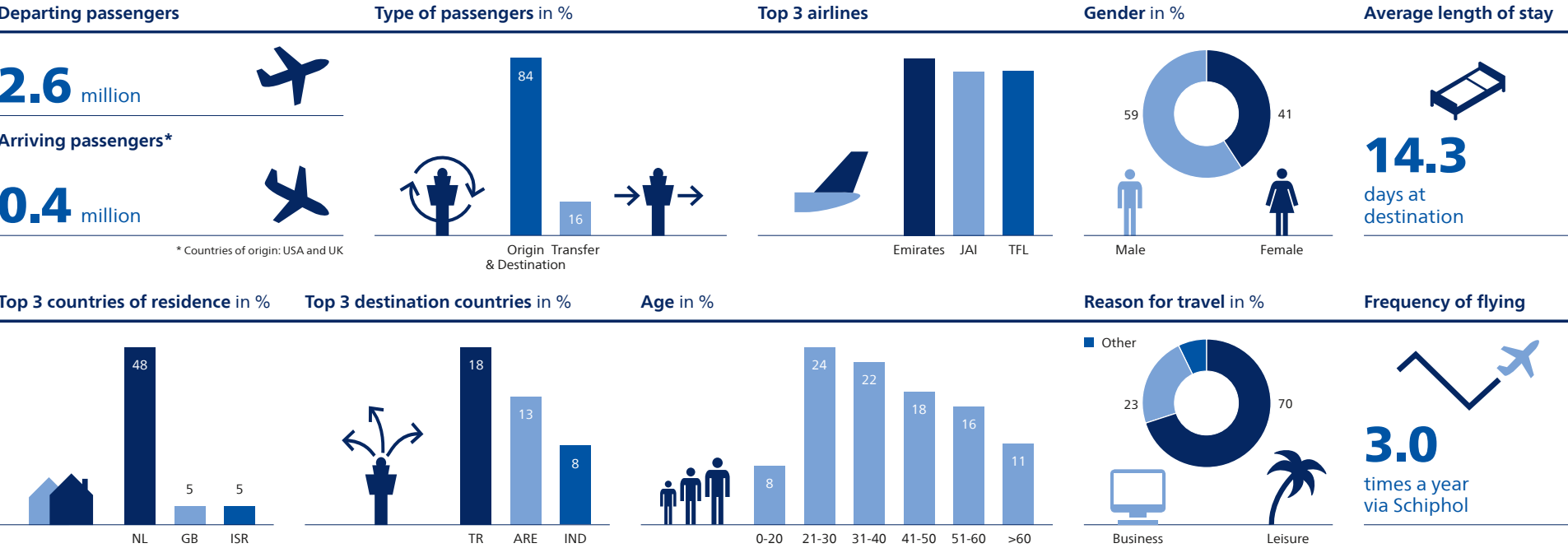




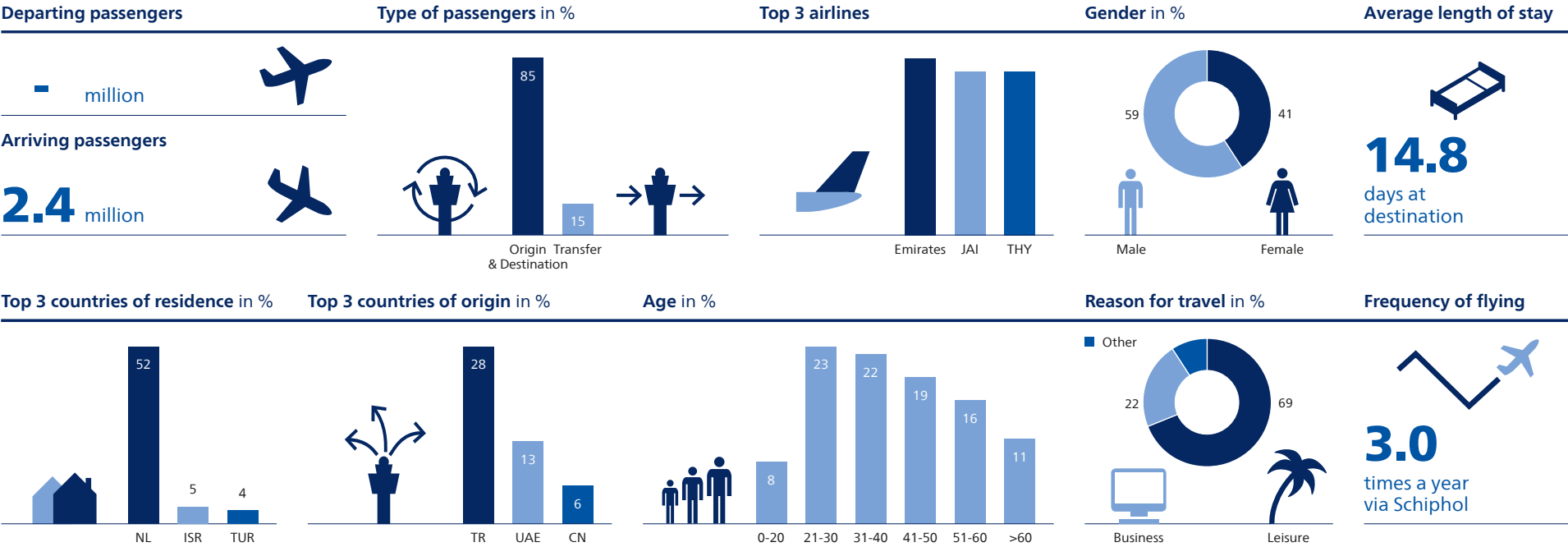


## Pier G1

Dwell time:  
84 minutes



## Pier G2

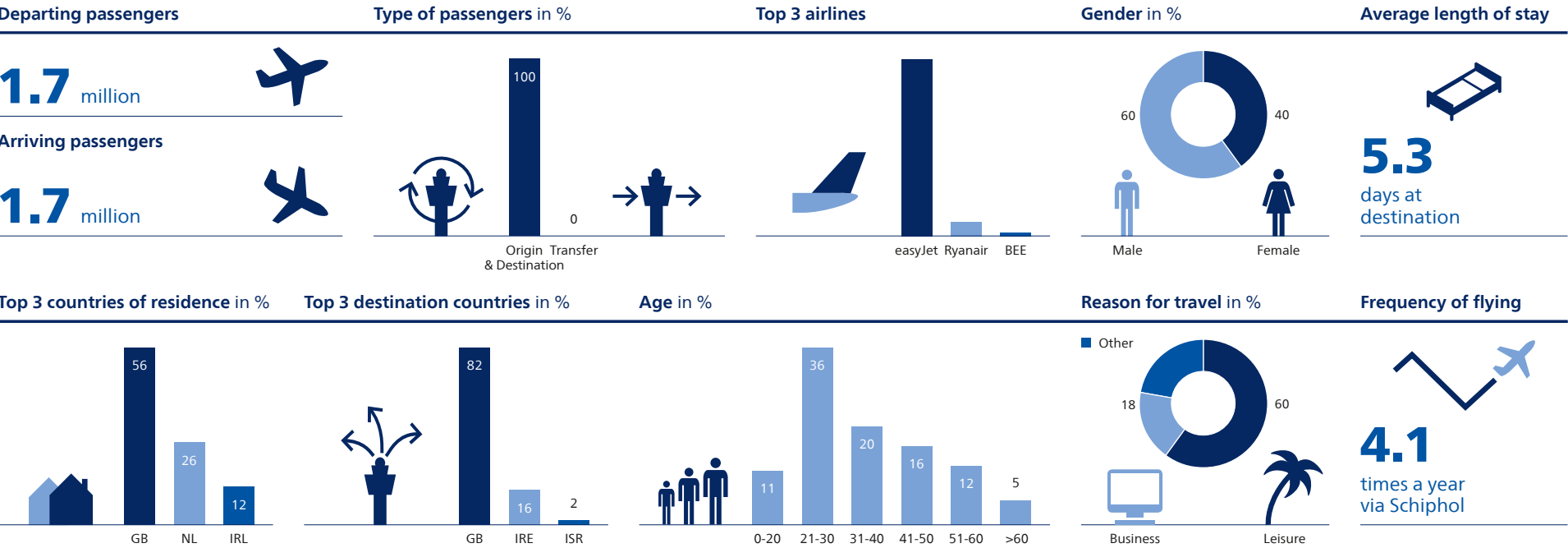






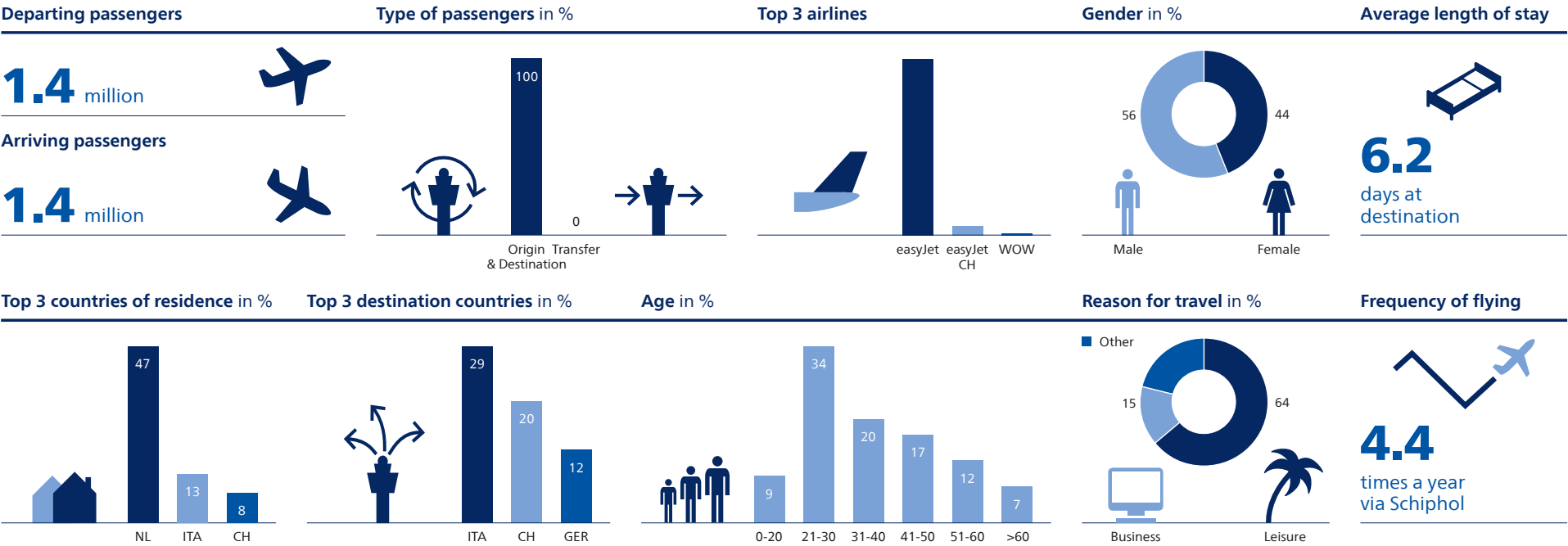
## Pier H

Dwell time:  
63 minutes



## Pier M

Dwell time:  
58 minutes







## 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.

### Country of residence

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

### Dwell time

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

### Intercontinental (ICA)

All non-European countries, mainly overseas destinations.

### Meeters & Greeters

People collecting arriving passengers, or dropping off and saying goodbye to departing passengers.

### 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 their final destination.

### Schiphol workers

Employees of companies that are established at Amsterdam Airport Schiphol.

### Transfer

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

### Reclaim hall

The area with baggage belts where arriving O&D passengers 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](http://www.schiphol.nl/media)

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