

Burbank Bob Hope Airport

2008 Annual Passengers: 5.2 million

Market Served: Great Los Angeles Area

OVERVIEW

Los Angeles market with unique opportunity to reach affluent decision makers and upscale travelers. Gateway to Hollywood, this airport sees television network, movie studio, film and television personalities daily, plus corporate executives and upscale leisure travelers. Burbank's Valet Parking Plaza is the highest used airport valet lot in the U.S. Full branding packages and traditional programs are available, both short- and long-term. Get the "best of the best" of Los Angeles' traveler at Burbank's Bob Hope Airport.

FAST FACTS

Average HHI \$81,000+

30% have HHI \$100,000+

64% male / 36% Female

Median age 44 years old

58% aged 24-54 years

1,000+ cars/day use airport Valet Parking

KEY DOMESTIC NON-STOP FLIGHTS

Dallas, Denver, Las Vegas, New York City, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Francisco, San Jose, Seattle

AIRLINES AT BURBANK BOB HOPE

Alaska - American - Delta - JetBlue - Southwest - United - US Airways

