

2025

GLANCE

Communicating with Arrivals at Dublin, Cork, and Shannon Airports

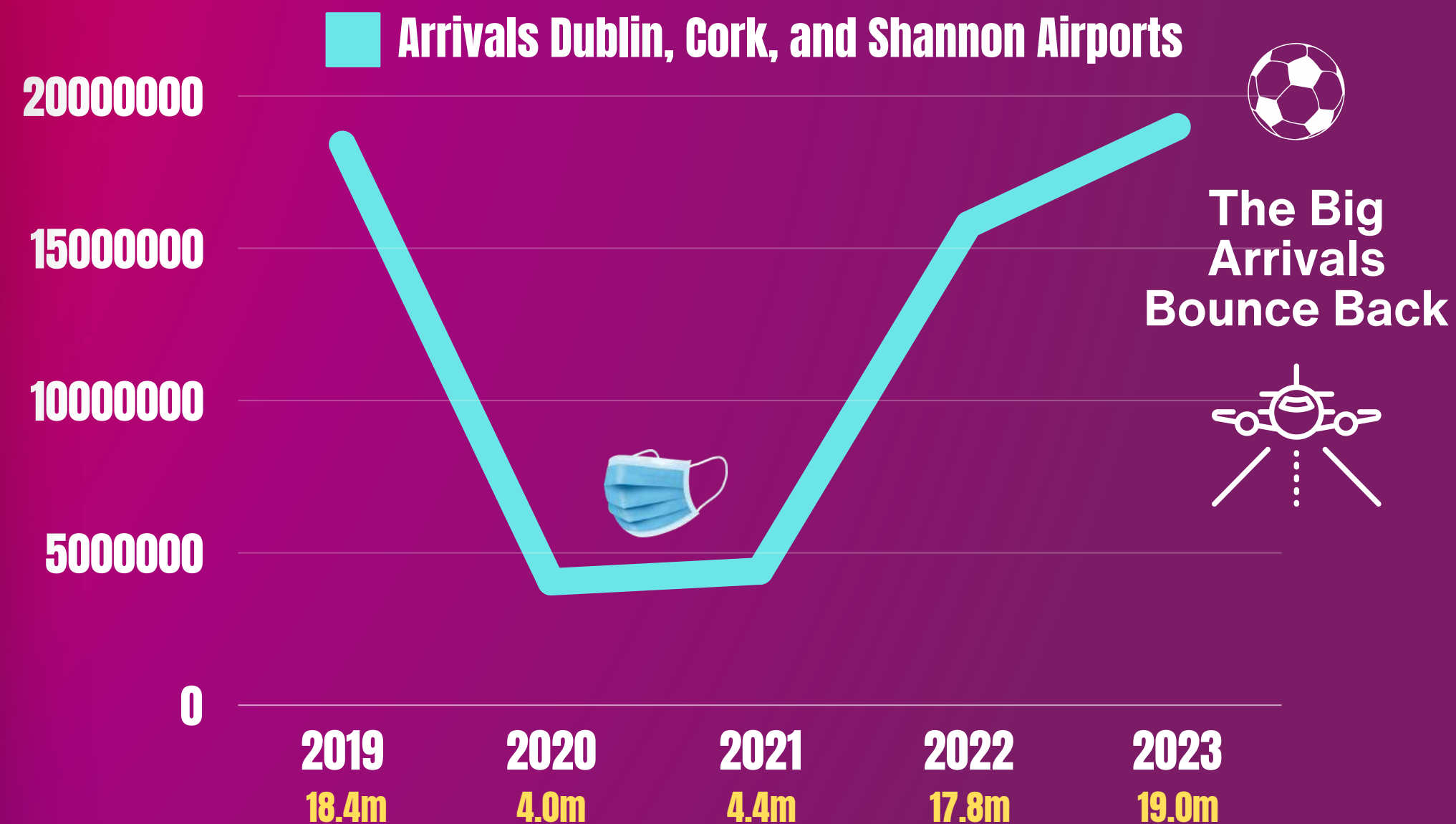
THE AIRPORT ARRIVAL AREAS: With 19 million arrivals at these top 3 Irish Airports, Glance Visitor Media offers you the chance to connect with independent travellers eager to discover and embrace Ireland's culture, destinations, hidden gems, and memorable experiences.



Reaching 19 Million Arriving Visitors: The Opportunity at Ireland's Key Airports - Dublin, Cork and Shannon.

Dublin, Cork, and Shannon Airports collectively welcomed **19 million arriving passengers** in 2023, firmly establishing themselves as the launching points for visitor adventures throughout Ireland. This represents a dramatic bounce back from just 4 million arrivals during the height of COVID-19 in 2020.

Glance Visitor Media offers a unique opportunity to connect with this **massive audience** through **strategically placed brochure displays** at these airports. Located at **arrivals and car rental areas**, these displays are designed to reach travellers actively seeking **inspiration** and **guidance** for their trip. With visitors eager to shape their **itineraries**, your **attraction, activity, experience, or destination** can be positioned at the **forefront** of their plans, capitalising on this **renewed growth** and **interest** in exploring Ireland.



There were almost 19 million arrivals at Dublin, Cork, and Shannon Airports in 2023. The upward trend continued in 2024, and these three airports are set to welcome even more visitors in 2025.

Dublin #1 for Airport Arrivals

Dublin Airport is Ireland's Busiest Gateway

In 2023, Dublin Airport welcomed over 16.6 million arriving passengers.

Dublin Airport has over 200 inbound routes

It connects Ireland with key global destinations, bringing a diverse, international audience directly to its arrivals halls.

Onward and Upward: Dublin Airport's Rising Numbers

Passenger numbers in 2023 surpassed pre-COVID levels, marking a strong recovery and continued growth. This upward trend has persisted through 2024, and passenger numbers are projected to increase even further in 2025.

Glance Visitor Media's Busiest Displays Are in Dublin Airport

Our brochure displays are located in the arrivals hall in **terminal one** and near the car hire area in **terminal two**. These are the busiest of all our displays in Ireland. The stands require multiple stock replenishments each week, highlighting the **exceptional demand** and the **great engagement** of arriving visitors.

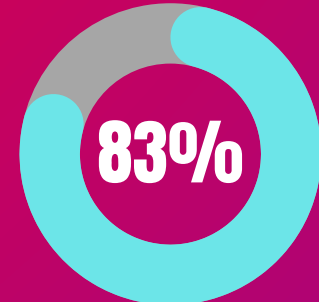
GLANCE



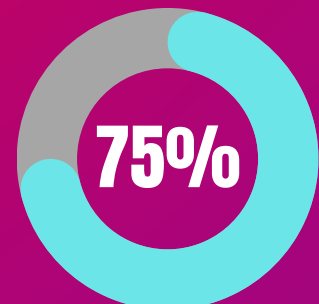
85% of All Air Arrivals into Ireland are via Dublin Airport



92% of United States Air Arrivals are via Dublin Airport



83% of European Air Arrivals are via Dublin Airport



75% of UK Air Arrivals are via Dublin Airport



Airlines Flying Into Dublin Airport Include



Terminal One





































































Terminal Two





















Cork Airport Arrivals



Cork Airport: Gateway to the South and the Wild Atlantic Way

In 2023, Cork Airport welcomed **over 1.4 million arriving passengers**, cementing its position as a vital gateway into the South of Ireland and the Wild Atlantic Way.



Connecting the World to The South of Ireland

Cork Airport offers a growing number of inbound routes, linking Ireland's southern treasures with **key international destinations in UK and Europe**. From its welcoming arrivals halls, visitors step straight into the heart of Ireland's rich culture, breathtaking landscapes, and renowned hospitality.



A Soaring Success Story

With 1.4 million arrivals in 2023, Cork Airport has not just recovered but **exceeded pre-pandemic levels**, following a Covid low of 126,000 arrivals in 2021. Growth has continued into 2024 and is expected to climb even higher in 2025, showcasing the airport's pivotal role in connecting visitors to Ireland's south.

Glance Visitor Media's Brochure Display at Cork Airport

Our brochure display at Cork Airport is **in the main arrivals hall, conveniently close to the car hire area**. With constant and **growing engagement**, these displays **stimulate business** for the featured attractions, activities, and experiences, ensuring visitors have easy access to the best that Ireland's South and the Wild Atlantic Way offer.

GLANCE

Our Stand at Cork Airport



Airlines Flying Into Cork Airport Include



200000

150000

100000

50000

0

Arrivals at Cork Airport

2019

2020

2021

2022

2023

1.3m

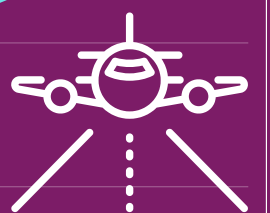
0.3m

0.1m

1.1m

1.4m

The Big Arrivals Bounce Back



There were over 1.4 million arrivals at Cork Airport in 2023. The upward trend continued in 2024, and Cork is set to welcome even more visitors in 2025.

Shannon Airport Arrivals



Shannon Airport: Gateway to Ireland's West Coast and the Wild Atlantic Way

In 2023, Shannon Airport welcomed **over 950,000 arriving passengers**, surpassing its pre-pandemic total of 812,000 in 2019. As a key entry, it plays a vital role in connecting inbound travellers to **Ireland's western regions and the iconic Wild Atlantic Way**.



Direct Connections to the West

Shannon Airport offers direct inbound services from **the UK, Europe, and the United States**, making it an essential hub for visitors arriving to explore the culture, history, and natural beauty of Ireland's West Coast.

Strong Recovery and Growth

From a Covid low of 138,999 arrivals in 2020, Shannon Airport has rebounded strongly. Continued growth into 2024 highlights its increasing appeal, and with **further increases expected in 2025**, it is set to play an even greater role in welcoming visitors to the region.

Glance Visitor Media's Brochure Display at Shannon Airport

Our brochure display is located **in the main arrivals hall** near the **car hire desks**, perfectly positioned to capture the attention of inbound visitors. It showcases the best of local attractions, activities, and experiences, stimulating business for featured companies and helping visitors easily plan their West Coast adventures.

GLANCE



Our Stand at Shannon Airport

Airlines Flying Into Shannon Airport Include



There were over 950,000 arrivals at Shannon Airport in 2023. The upward trend continued in 2024, and Shannon expects to welcome more visitors in 2025.

6 Compelling Reasons Brochure Displays Impact at Dublin, Cork, and Shannon Airports

Where Most Irish Adventures Begin

The arrivals halls at **Dublin, Cork, and Shannon airports** are the **starting point** for most visitors' journeys in Ireland. Glance Visitor Media brochure displays are **perfectly positioned to connect** these travellers with featured **attractions, activity providers, destinations, and experiences**, ensuring your business can be among the first they encounter and becomes an integral part of their Irish adventure.

An Engaged Audience

Dublin, Cork, and Shannon Airports are **impactful locations** for reaching interested visitors. Dublin Airport, in particular, requires multi-week stock replenishment and **dedicated merchandising** by Glance Visitor Media to meet demand, reflecting the high value and interest in brochures in these locations. Featuring your business here provides visibility to an engaged audience, **ready to plan and act**.

A Massive & Growing Audience

In 2023, nearly **19 million visitors** arrived through Dublin, Cork, and Shannon Airports, **surpassing** pre-COVID levels of 18.4 million in 2019. This strong recovery from only 4 million arrivals during COVID highlights the growing opportunity to connect with travellers eager to explore. With **numbers continuing to grow** in 2024 and expected to rise further in 2025, featuring your brochure now provides **an increased opportunity** for your business or destination to be seen by an ever-expanding audience.

First-Time Travellers & Trusted Info

Many visitors arriving at Dublin, Cork, and Shannon Airports are first-time travellers **eager to shape their itineraries**. Without staffed tourist offices at these airports, travellers actively seek first-hand knowledge from **authoritative sources**. **Glance Visitor Media brochure displays provide the trusted information** they need, connecting them with attractions, activities, destinations, and experiences that will make their visit memorable. Featuring your brochure can ensure your business becomes a part of **their first Ireland journey**.

Mobile Travellers Ready to Explore

Most visitors arriving at Dublin, Cork, and Shannon Airports start their journey by **picking up a rental car**, with Glance Visitor Media brochure displays strategically **located close to car hire desks** in all three airports. Others set off to explore cities and towns **by foot, use public transport, or take ad-hoc day trips by bus**. Brochures provide a tangible, trusted guide, ensuring your business connects with free independent travellers who are mobile, curious, and ready to act.

ONLY Chosen by INTERESTED Visitors

Brochures, maps, and guides on Glance Visitor Media displays are **powerful tools** for engaging travellers. Crucially, they are **only selected by visitors with genuine interest**—this act of choice reflects intent and **predisposes them to visit or buy from you**. While volumes through the airports are high, **there is no waste**, as only those drawn to what you offer will take your brochure. **This targeted engagement** significantly increases the likelihood of converting interest into action, making your investment highly effective.

Conclusion: Why Airport Arrivals Halls Are a Prime Opportunity

While other promotional channels have their merits, featuring your **brochures, maps, and guides** on Glance Visitor Media displays in **the arrivals halls at Dublin, Cork, and Shannon Airports** offers a powerful way to engage with travellers at the very start of their Irish journey. Strategically located near car rental desks and other key touchpoints, these displays connect you with interested, mobile, and independent visitors, eager to explore and discover.

For **tourism-connected businesses** or for **destinations** showcasing multiple reasons to visit a county, city, or large town, this platform provides the perfect way to highlight your offerings while supporting tourism recovery and growth. There is no better time to position your offering **at the forefront of visitors' plans, driving engagement** from the moment they arrive.

Get in Touch with Us



Info@Glance.ie



Phone 061 338 588



Glance.ie



Connecting Visitors with Ireland Experiences Since 1992

Glance Visitor Media has been a trusted partner to businesses and destinations across Ireland since 1992, helping them connect with overseas and domestic visitors during their Ireland journeys and in planning their trips.

With over three decades of experience, we've established ourselves as leaders in guiding visitors to discover attractions, experiences, and Ireland destinations, delivering measurable results for those who work with us and use our communication platforms to reach their audience and win more business.

Our mission is simple: to guide visitors to great Ireland experiences and help our partners grow their reach and results.