

Dublin Airport

Brochure Displays

Put your message in front of visitors arriving through Dublin Airport, welcoming over 18 million passengers every year.



Brochure Displays also available at
CORK and SHANNON Airports



Glance Dublin Airport
Brochure Display Stands



18M+

ARRIVALS A YEAR AT
DUBLIN AIRPORT



190+

CITIES FLYING
TO DUBLIN



84%+

OF AIR ARRIVALS
INTO IRELAND



T1&T2

GLANCE AT BOTH
DUBLIN TERMINALS

Reach a share of over 18 million visitors arriving to Dublin

Almost **84% of all air arrivals into Ireland** land at Dublin Airport, and most are free to visit the businesses they discover on the Glance Brochure Displays. **Make sure your brochure is the one in front of them.**



Glance's busiest brochure displays

Dublin Airport (T1 & T2) is where arriving visitors find inspiration for exploring Dublin and across Ireland. It's our most frequently serviced location, keeping your brochures available.



Glance is in both Dublin Airport terminals

Glance brochure displays sit in Terminal 1's main arrivals hall and Terminal 2's Car Hire Concourse, so arriving visitors can find you. **You can choose to feature in T1, T2 or both.**



Brochures change visitor travel plans

Visitors who pick up your brochure have already shown an interest in what you offer, making them far more likely to change their plans and visit, book or buy.

✈ Visitors arrive from 190+ destinations — your markets?

Direct flights bring high-spending visitors to Dublin from more than 190 destinations. Below are just some of the cities serving Dublin. Glance can put your brand and message in front of arriving passengers.

📍 USA

Boston, Chicago, Los Angeles, Miami, Minneapolis, New York, Orlando, Philadelphia, San Francisco, Washington D.C.

📍 UK

Birmingham, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle

📍 CANADA

Montreal, Toronto, Vancouver

📍 EUROPE

Amsterdam, Athens, Barcelona, Berlin, Brussels, Budapest, Copenhagen, Frankfurt, Geneva, Lisbon, Madrid, Milan, Munich, Nice, Oslo, Paris, Prague, Rome, Stockholm, Venice, Vienna, Warsaw, Zurich.



Dublin Airport

Brochure Display By Season

From January city breakers and St. Patrick's Festival visitors to peak summer holidaymakers, autumn explorers and festive city breakers — Dublin Airport brochure display puts your business in front of every wave of arrivals, as they decide what to do next.

**BOOK
NOW**

KEY DATES
Below



Glance Dublin Airport
Brochure Display Stands

The Power of Brochure Display at Dublin Airport

Dublin Airport is Ireland's most powerful visitor touchpoint — the moment every arrival steps off a flight and begins thinking about the days ahead. With over 18 million arrivals a year moving through its terminals, the Glance brochure rack places your business or destination in front of an engaged, receptive audience at exactly the right moment. Across all four quarters the audience never stops — shifting in nationality, purpose, and motivation — delivering the widest possible spread of potential customers, from first-time overseas visitors to returning diaspora, throughout every season.

BROCHURE DISPLAY SEASONS & BOOKING DEADLINES

DISPLAY QUARTER	START MONTH	MONTHS ON DISPLAY	* BOOK BY
Q1	JANUARY	January, February, March	* End of November
Q2	APRIL	April, May, June	* End of February
Q3	JULY	July, August, September	* End of May
Q4	OCTOBER	October, November, December	* End of August

PLEASE NOTE: To ensure inclusion in the display from the start of your chosen season, bookings must be received by the deadline shown.

Dublin Airport is ALWAYS busy. A look at each quarter.

Q1 Value Breaks & St. Patrick's Month

January, February, March



Dublin Airport welcomes around **3.5 million arriving passengers** in Q1.

Competitive fares make this a popular window for short-break visitors from Britain and Europe, while March elevates the entire quarter from USA and all markets. The St. Patrick's Festival is a major draw. Visitors arriving in Q1 are primed to explore: your brochure reaches them at exactly the right moment.

Q2 Spring, Easter & Growing Momentum

April, May, June



Passenger volumes build strongly in Q2, with **almost 5 million arriving passengers** moving through Dublin Airport. Easter drives a significant surge in stays and attraction visits, and by May and June the transatlantic market is in full flow, with North American visitors up strongly. Longer days and spring energy, make Q2 visitors highly receptive to ideas on things to do, see and enjoy.

Q3 Peak Summer, Busiest Times

July, August, September



This is Dublin Airport's powerhouse quarter, welcoming **almost 5.5 million arriving passengers**. The audience is at its most diverse — families on holiday, independent travellers, couples, and visitors coming to see friends and family right across Ireland. Brochure racks are at maximum demand, restocked multiple times weekly.

Q4 Autumn and Christmas Season

October, November, December



Dublin Airport welcomes **over 4 million arriving passengers** in Q4. Autumn and Halloween brings a packed events calendar, while December surges on the back of festive short breaks and visiting friends and family. Q4 visitors are experience-led and spend-ready, making the brochure racks powerful touchpoints right to year end.