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Dubai & Abu Dhabi DOOH Venues 2025

## Digital out of Home Venues Portfolio



Dubai & Abu Dhabi Airports,  
Taxi & Rideshare Top.



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Dubai & Abu Dhabi DOOH Airport Venues

## Airport Venues

### Arrival Hall

The Arrival Hall is the first point of contact for travelers, offering high dwell time and immediate visibility. Brands placed here benefit from a captive audience eager for information, local services, and experiences as they begin their journey in the city.

### Lounges

Lounges offer an exclusive environment where premium travelers spend time in comfort and leisure. Advertising here associates your brand with luxury and sophistication, reaching decision-makers and influencers.

### Baggage Claim

Baggage Claim is a high-engagement area where travelers have a moment to pause and absorb their surroundings. Advertising in this space ensures your brand captures attention during an essential part of the airport experience.

### Shopping Areas

Airport shopping zones combine high footfall with purchase intent. Brands can engage travelers actively exploring retail options, creating opportunities for immediate interaction and reinforcing brand recall.

### Departures Hall

The Departures Hall reaches travelers as they prepare for their journey, making it ideal for inspiring last-minute purchases or reinforcing brand messaging. High foot traffic ensures maximum exposure to a diverse, global audience.

### Taxi & Rideshare Top

Taxi and rideshare tops reach travelers at the moment they begin their journey from the airport or city. With high visibility and repeated impressions during transit, this placement ensures your brand connects with a mobile audience in a context of convenience and movement.

### Gates

Gate areas provide highly targeted exposure to passengers awaiting boarding. These moments offer strong dwell time, allowing creative campaigns to make a lasting impression before takeoff.



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## Abu Dhabi International Airport (AUH)



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## Dubai International Airport (DXB)



## Dubai & Abu Dhabi DOOH Airport Maps



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DOOH Did you know - Airport to Ride

## Did you know?

**80% of travelers** notice digital out-of-home advertising during their time at airports, making it one of the most effective touchpoints for high-impact campaigns.

**Taxi and rideshare tops reach over 1.5 million passengers weekly** in Dubai and Abu Dhabi combined, providing consistent exposure during transit from airport to city.

**Average dwell time** at baggage claim and arrival halls is 8-12 minutes, giving brands extended visibility to a captive audience.

**Campaigns targeting airport and ride placements** see up to 35% higher brand recall compared to standard street-level DOOH locations.



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## Dubai & Abu Dhabi DOOH Taxi & Rideshare Top Map

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## Dubai & Abu Dhabi DOOH Airport Venues

| Real Time Stats Report               | Dubai International Airport (DXB) | Abu Dhabi International Airport (AUH) | Taxi & Rideshare Top            |
|--------------------------------------|-----------------------------------|---------------------------------------|---------------------------------|
| Screen count                         | 370                               | 116                                   | 3,770                           |
| Weekly Impressions <i>(Millions)</i> | 146.1                             | 103.9                                 | Contact for detailed analytics. |
| Floor price <i>(CPM) (USD)</i>       | \$35.10 - \$37.50 USD             | \$8.90 - \$10.50 USD                  | \$8.90 - \$10.50 USD            |



Continue to next page for detailed screen map.



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Dubai & Abu Dhabi DOOH Taxi & Rideshare Top Map

From Gate to Ride, Captivate Every Moment.



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