



19/05/2025

THE POWER OF SUMMER

JCDecaux

SUMMER DRIVES PEOPLE OUTSIDE

83%

of people spend more time outdoor

Source: outsmart.org.uk



Chaussée de Waterloo – Waterloosesteenweg - Brussels

DID YOU KNOW THAT?

BEING OUTSIDE IMPROVES MEMORY AND OPENNESS TO NEW INFORMATION

Researchers found that people who spent at least 30 minutes outside during periods of pleasant weather reported improved mood, memory, and openness to new information and creative thoughts.

SUMMERTIME IS THE IDEAL PERIOD FOR NEW PRODUCT LAUNCHES AND TRIALS

83% of people will make at least 1 lifestyle change (twice as much as during Winter/Autumn)

Source: [psychologytoday.com](https://www.psychologytoday.com) – [outsmart.org.uk](https://www.outsmart.org.uk) - Talon



Londenbrug - Antwerpen

CONSUMER SPENDING INCREASES DURING WARMER MONTHS

As exposure to sunlight increases,
consumer spend increases too.

Source: Journal of Retailing and Consumer Services. The effect of weather on consumer spending. Kyle B. Murray a,n , Fabrizio Di Muro b , Adam Finn a,1, Peter Popkowski Leszczyc a,2



Rue de Dampremy - Charleroi

GOOD WEATHER INFLUENCES MEDIA CONSUMPTION

21%

spend less time online

33%

watch less TV

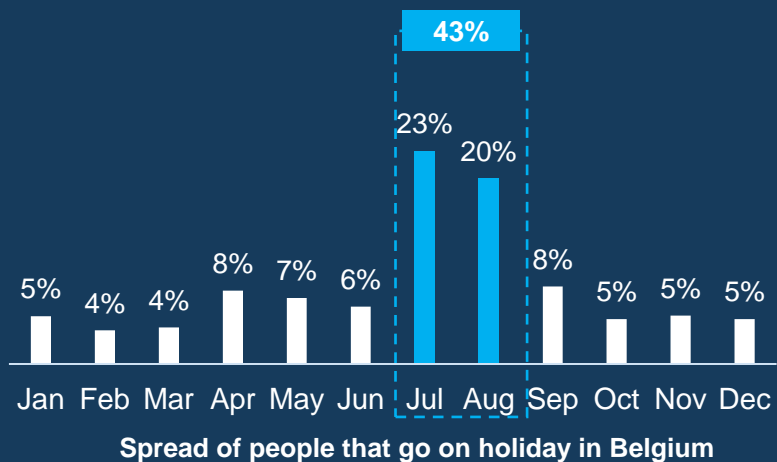
Source: outsmart.org.uk



Av Gribaumont – Gribaumontlaan - Brussels

STAYCATION

REACH PEOPLE AT THEIR BELGIAN HOLIDAY DESTINATION



Source: CIM TGM 2024 – LONG HOLIDAYS IN BELGIUM (18-54 yrs)



Zeebrugge - Blankenberge

STAYCATION IS MUSICAL

+30 MUSIC FESTIVALS

ARE ORGANISED EVERYWHERE IN BELGIUM
DURING SUMMER!

+130 CONCERTS

IN IN PARKS DURING SUMMER

Source: <http://www.routedesfestivals.com/>



Place Poelart - Poelaertplein - Brussels

35%

OF PEOPLE TRAVELLING ABROAD, DO IT BY PLANE
AND THEY ALL SEE AIRPORT ADVERTISING

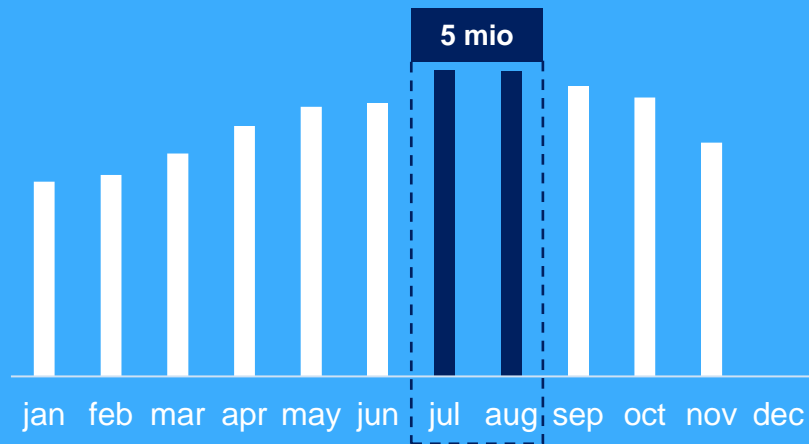
Source: CIM TGM 2023 – People travelling abroad



Brussels Airport

JCDecaux

AIRPORT AUDIENCES ARE THEIR HIGHEST

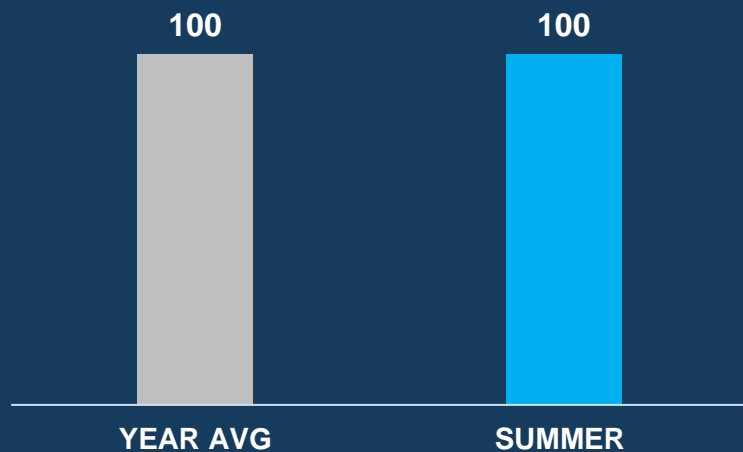


Source: BRUSSELS AIRPORT 2024 – number of pax



Brussels Airport

CAR TRAFFIC IS HIGHER DURING SUMMERTIME



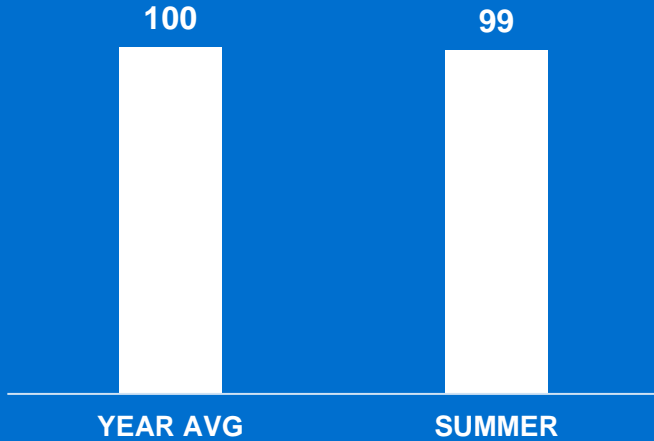
Source: BeMobile – Results based on a combination of loop detector data and floating car data – street audiences (Jun-Aug)



Bld du Souverain – Vorstlaan - Brussels

PEOPLE CONTINUE TO DO GROCERY SHOPPING

RETAIL AUDIENCES ARE AT THE SAME LEVEL AS DURING THE YEAR



Source: JCDECAUX – Retail audiences rolling year 2024 (jun-aug)

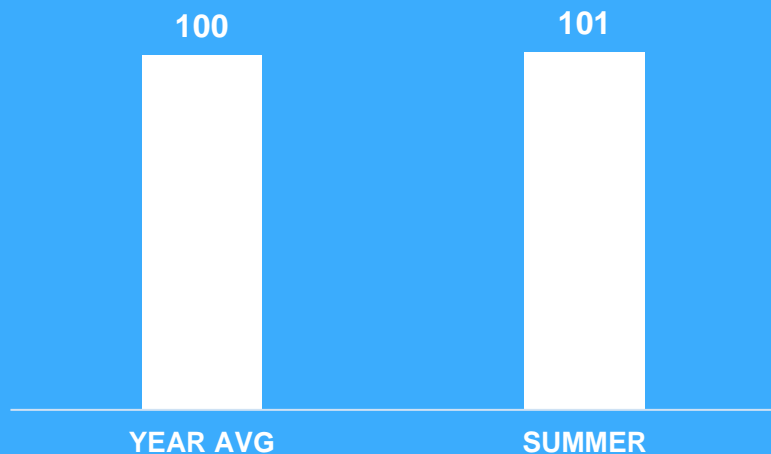


Delhaize Evere- Brussels

SUMMER SALES

MAKE PEOPLE GO TO THE

SHOPPING MALLS



Source: JCDECAUX – Malls Audiences 2024 (july)



Shopping Rive Gauche - Charleroi

TIME TO GO OOH

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