



20/05/2025

# THE POWER OF SUMMER

JCDecaux

# SUMMER DRIVES PEOPLE OUTSIDE

# 83%

of people spend more time outdoor

Source: [outsmart.org.uk](https://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://outsmart.org.uk) - Talon



Londenbrug - Antwerpen

JCDecaux

# 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](http://outsmart.org.uk)

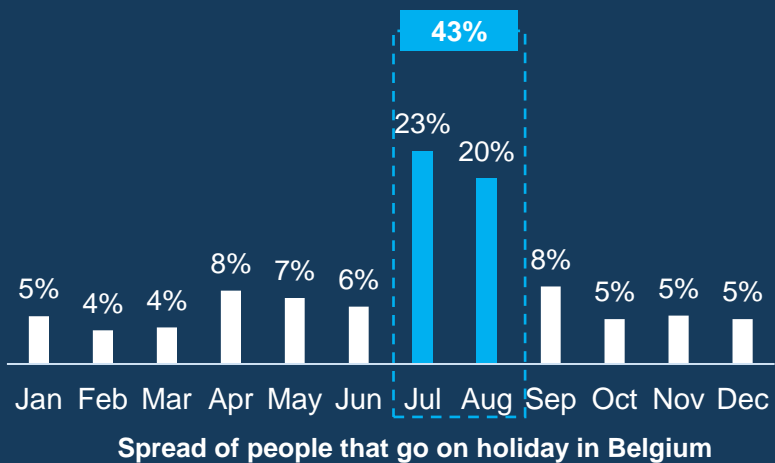


Av Gribaumont – Gribaumontlaan - Brussels



# 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 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

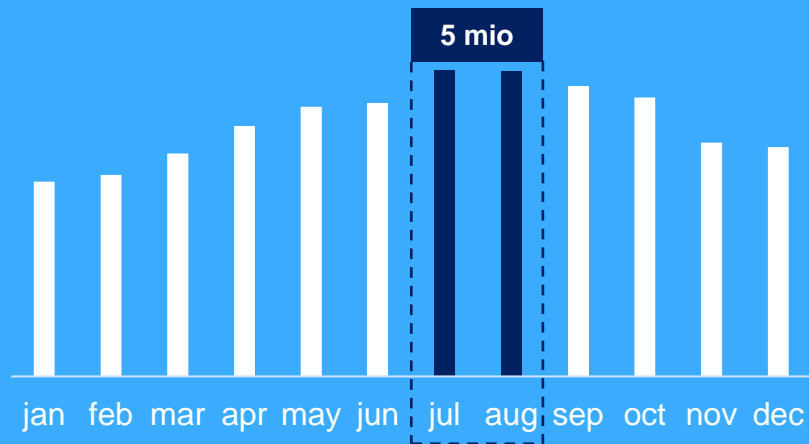


Brussels Airport

JCDecaux



# AIRPORT AUDIENCES ARE THEIR HIGHEST

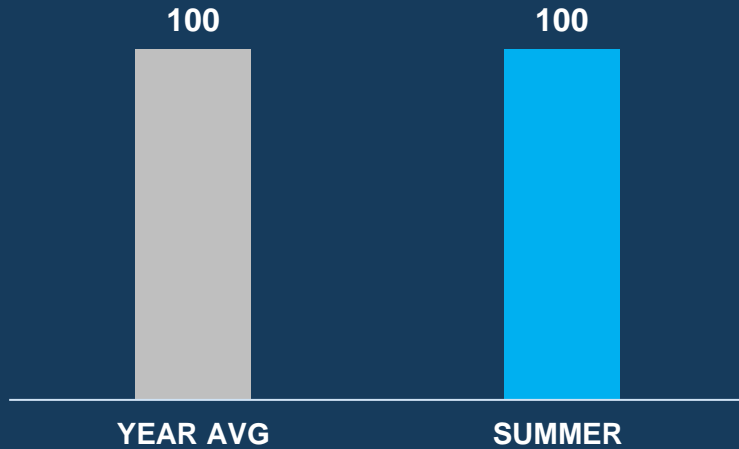


Source: BRUSSELS AIRPORT 2024 – number of pax



Brussels Airport

# CAR TRAFFIC REMAINS STABLE DURING SUMMERTIME



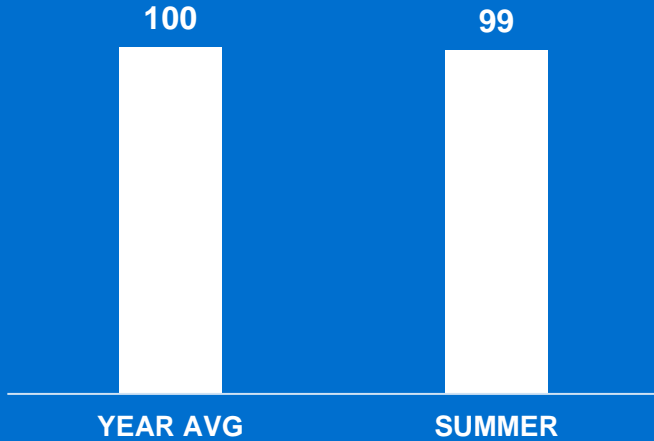
Source: BeMobile – Results based on a combination of loop detector data and floating car data – street audiences (Jun-Aug)



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)



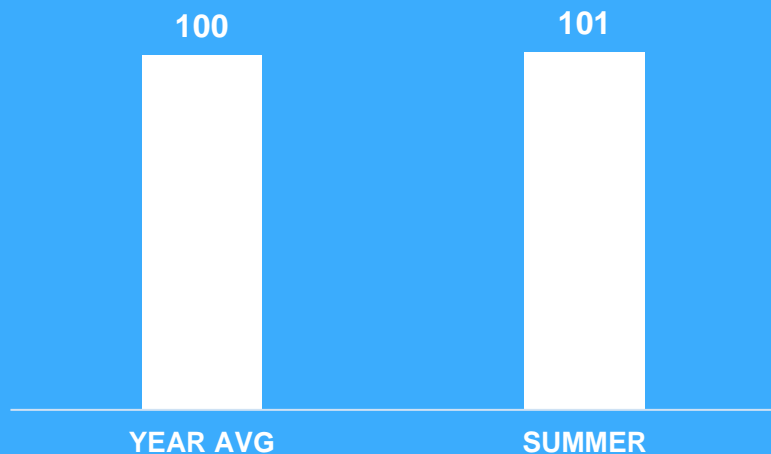
Delhaize Evere- Brussels



# SUMMER SALES

MAKE PEOPLE GO TO THE

# SHOPPING MALLS



Source: JCDECAUX – Malls Audiences 2024 (july)



Shopping Rive Gauche - Charleroi

**TIME TO GO OOH**

**JCDecaux**