

Media Release

Hobart Airport announces Bishopp as new advertising partner

Tuesday 17 October

Hobart Airport has appointed Bishopp as its Out of Home Advertising services provider in a multi-year agreement which provides exclusive access to Hobart Airport's in-terminal and external advertising signs.

Bishopp is Australia's leading privately owned out of home advertising company, with over 2500 assets across Australia and New Zealand. With the addition of Hobart, they now have partnerships with 24 airports.

Hobart Airport Chief Financial and Commercial Officer, Kate Gillies said that Hobart is one of Australia's fastest growing airports, serving over 2.5 million people annually, and forecast to facilitate more than 3.5m passengers by 2030.

"Airport advertising is a key platform for brands to capture the attention of millions of travellers each year from interstate and overseas. Bishopp will install state-of-the-art LED screens as part of the airport's terminal upgrade, and upgrade billboards in the airport precinct and fronting the Tasman Highway, for a total of over 60 advertising assets" Ms Gillies said.

Bishopp CEO, Brad Bishopp, said "We are excited to expand into Tasmania and look forward to a long-term partnership with Hobart Airport. This expansion is a huge step for Bishopp. We look forward to working alongside the airport to provide more opportunity for Tasmanian businesses to be seen by national and international audiences."

"Part of what makes Bishopp unique is our involvement in the local community.

"We are invested in helping local businesses grow and as such, are playing a proactive role in partnering with local community organisations to promote the local region and Tasmanian tourism," Mr Bishopp said.

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