

CARDIFF PARKING NETWORK

ROUTE



Route Media have secured the contract for the network of 91 digital car parking units across Cardiff city centre.

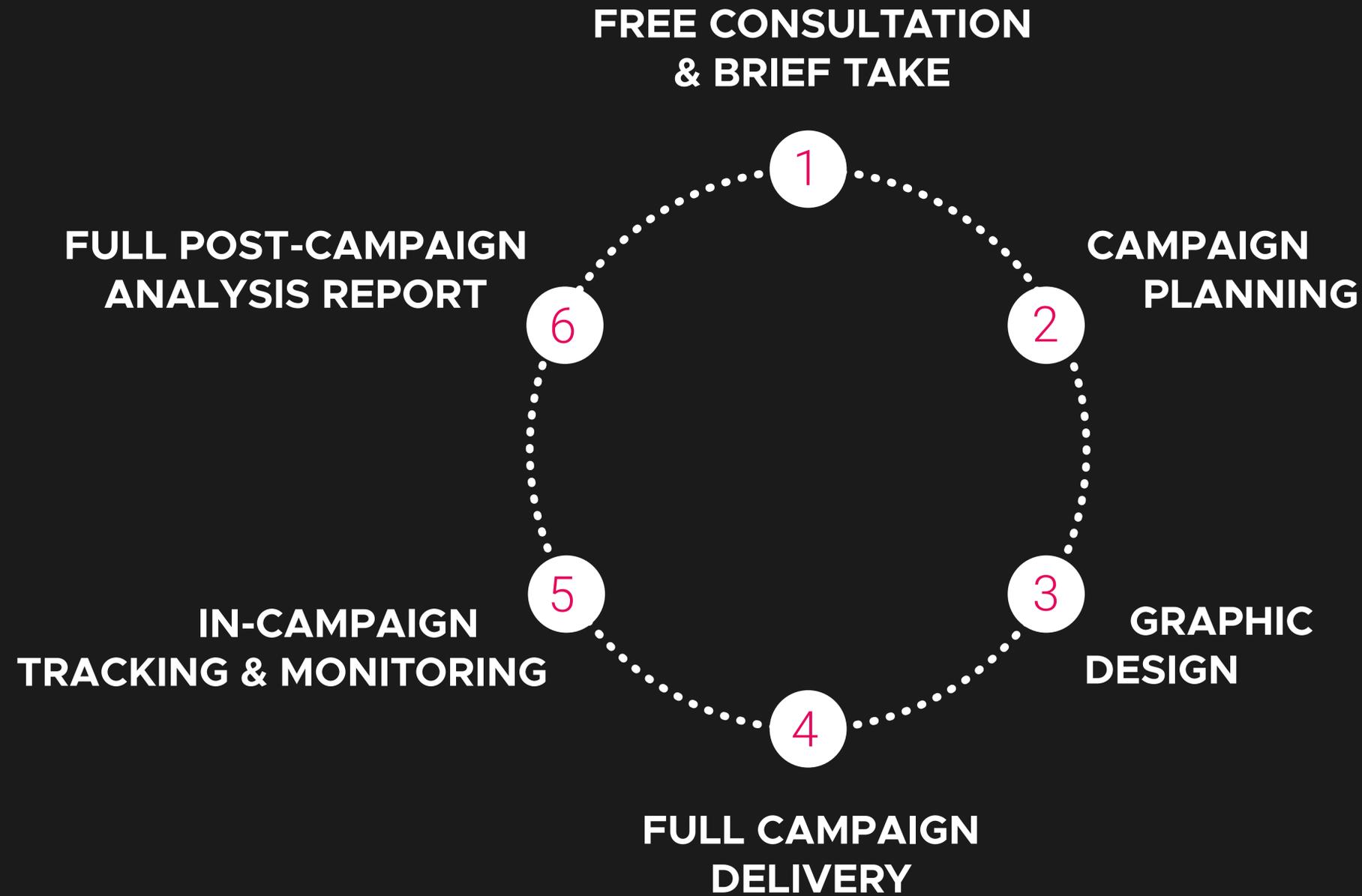
Located across key city locations these units offer access to commuters, tourists and the huge student population of Cardiff.

With over 1 million tickets* issued per year the network offers brands outdoor prominence in high footfall city centre locations, giving advertisers the opportunity to get in front of their potential customers whilst they dwell at a unit.

Units can display video and static images offering giving advertisers options for content.

* Source- Cardiff Council

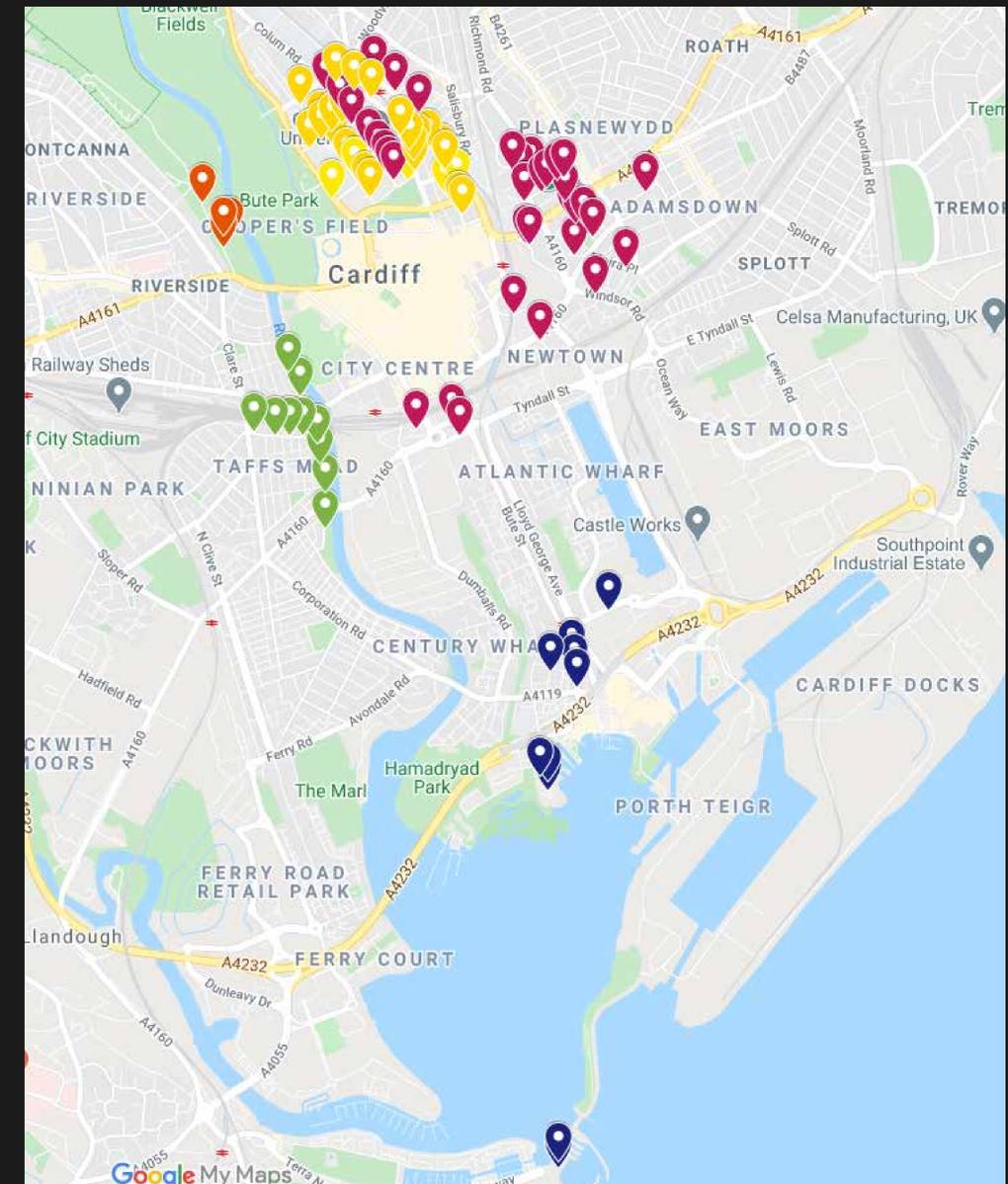
We tailor each campaign to suit **your brief**. We will assist you from the start right through to the post-campaign analysis.



LOCATIONS

We have identified 5 areas within the city, each with a mix of audiences enabling advertisers to target the student market or focus on key tourist attraction locations such as Cardiff Bay.

- CARDIFF BAY**
 Europe's largest waterfront development brings in 5.5 million visitors per year and has a whole host of visitor attractions, shops, bars and outdoor activities.
Hemming Way Road, Bute Street, Havannah Street, Mount Stuart Square, Barrage.
- CITY CENTRE NORTH**
 Home to Wales' National Museum and Cardiff University, this area is full of visitors, students and commuters looking for easy parking in close proximity to both visitor attractions and city centre shopping areas. **King Edward VII Avenue, Gorsedd Gardens, St Andrews Crescent, Museum Place, Park Place, Windsor Place, Park Grove.**
- CITY CENTRE SOUTH**
 Covering the south of the city, this area includes Callaghan Square and Taff Embankment, popular parking areas for both commuters and day visitors to the city looking for parking in a close proximity to the city centre. **Callaghan Square, Taff Embankment, Taff Mead, Pendryis Street, Fitzhammon Embankment, West Canal Wharf, Guildford Crescent, 2 x Morgan Street.**
- PONTCANNA**
 Cardiff's leafy suburb to the west of the city centre, 4 parking machines located in the Llandaff Fields and Sophia Gardens area, these machines attract between 1000-3000 visits per month. **Sophia Gardens, Castle Mews.**
- STUDENT SOUTH AND STUDENT NORTH**
 Both of these areas cover parts of Cardiff with a large concentration of both University teaching areas and university accommodation buildings. These areas are all in close proximity to the city centre and will also be utilised by visitors to the city and shoppers. **Senghenydd Road, The Walk, West Grove, East Grove, Parade, Museum Avenue, Windsor Road, Moira Place, Fitzalan Place, Howard Place, Howard Gardens, Longcross Street.**





CARDIFF VISITOR STATS

- **TOTAL VISITOR NUMBERS: 21.49 MILLION**
- **NUMBER OF DAY VISITORS: 19.30 MILLION**
- **NUMBER OF STAYING VISITORS: 2.19 MILLION**

GTS - STEAM SUMMARY 2019 - VISIT CARDIFF

MEDIA SPECIFICATIONS

Image file: JPEG or PNG, 1600 x 1000 pixels.

Video file: MP4

To find out more about how you could get your brand onto these screens please contact us at Route Media on sales@routemedia.co.uk or call **02922 338813**.

