

Campagne

ISABEL MARANT

.Campagne **OOH** - *Multivilles*

Los Angeles

Miami

San Francisco

Amsterdam

Oslo

Hambourg

Florence

Milan

Rome

Barcelone

Madrid

Londres

Paris

SAN FRANCISCO

LOS ANGELES

MIAMI

LONDON

PARIS

BARCELONE

MADRID

HAMBURG

AMSTERDAM

MILAN

FLORENCE

ROME

OSLO



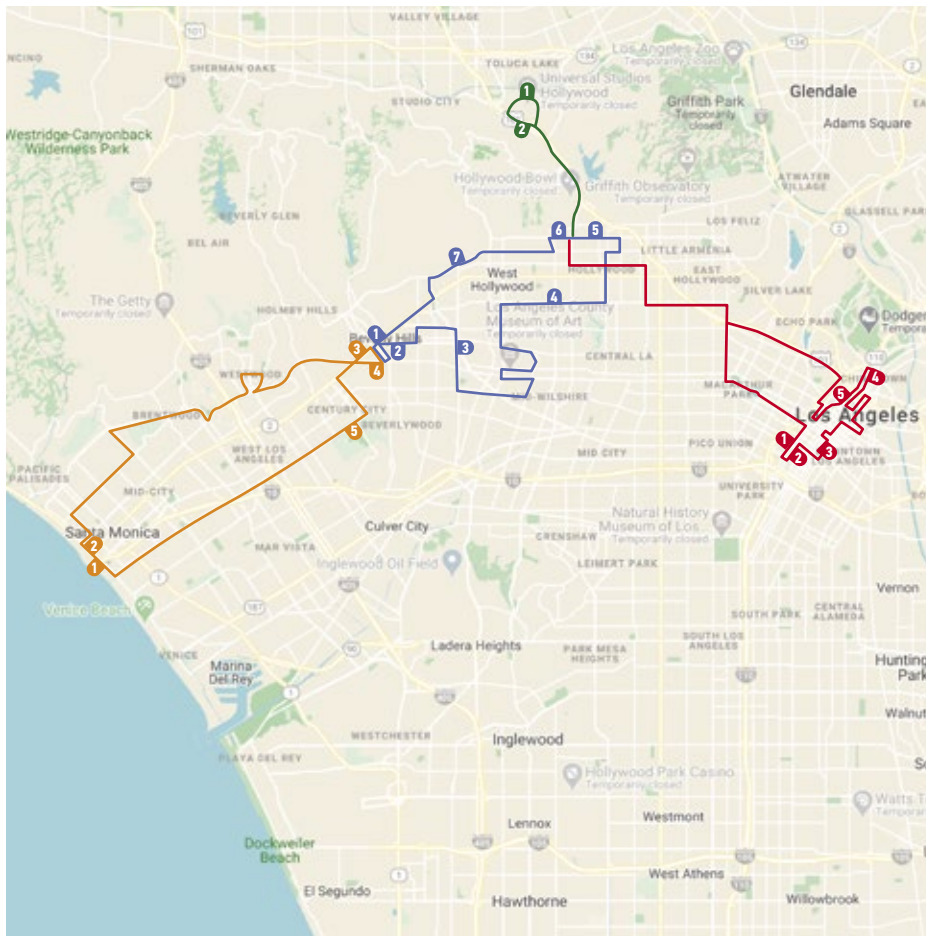
Los Angeles



Los Angeles

.Bus route *City tour buses*

- Downtown Route
- Universal Route
- Santa Monica Route
- Hollywood Route



.Key figures

- **About L.A. urban area**

Population: 3,976,000

Tourists: 47,000,000

Density(people per km²): 3,275

- **About L.A. city tour buses**

Passengers/year: 800,000

Operating hours: 9:00 am to 7:00 pm

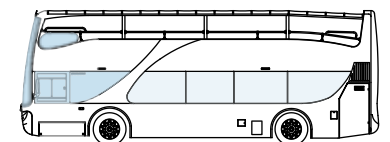
Travel time: 100min - **Frequency:** 20min

- **Audience insights.* per week**

Full wrap 232,011

L-Side 154,674

Mega Rear 58,003





Miami

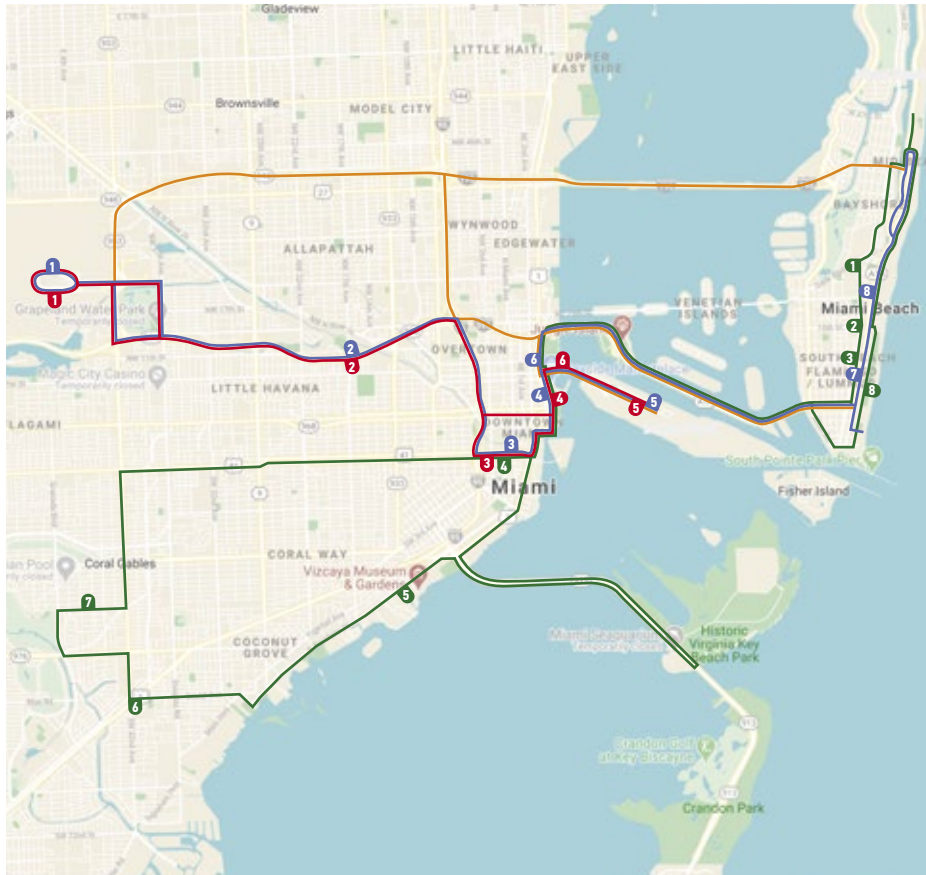
.Bus route *City tour buses*

Coaches ○ 1. Miami International Airport - 2. Fort Lauderdale International Airport - 3. Port of Miami - 4. American Airlines Arena - 5. Convention Center - 6. Bayside Marketplace - 7. Brickell - 8. Miami Beach - 9. Art Deco District - 10. Design District - 11. South Beach

Double Deckers ○ 1. Washington Ave. - Pickup - 2. 16th & Collins - 3. 9th & Collins - 4. Brickell Ave. - Citybank - 5. Miami Ave. - Vizcaya Museum - 6. Main Highway - Green Street Cafe - 7. 8th Street - La Carreta - 8. Ocean Drive - Wet Willie's

Coaches ○ 1. Miami International Airport - 2. Marlin's Park - 3. Brickell - 4. Bayside Marketplace - 5. Port of Miami - 6. American Airlines Arena - 7. Art Deco District - 8. Convention Center

Coaches ○ 1. Miami International Airport - 2. Marlin's Park - 3. Brickell - 4. Bayside Marketplace - 5. Port of Miami - 6. American Airlines Arena



.Key figures

- **About Miami.** *urban area*

Population: 470,000

Tourists: 14,000,000

Density(people per km²): 4,866

- **About Miami city tour buses**

Passengers/year: 120,000

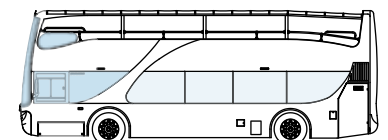
Operating hours: 9:00 am to 5:30 pm

Travel time: 2h30 - **Frequency:** 4 tours/day

- **Audience insights.*** *per week*

Full wrap

145,452

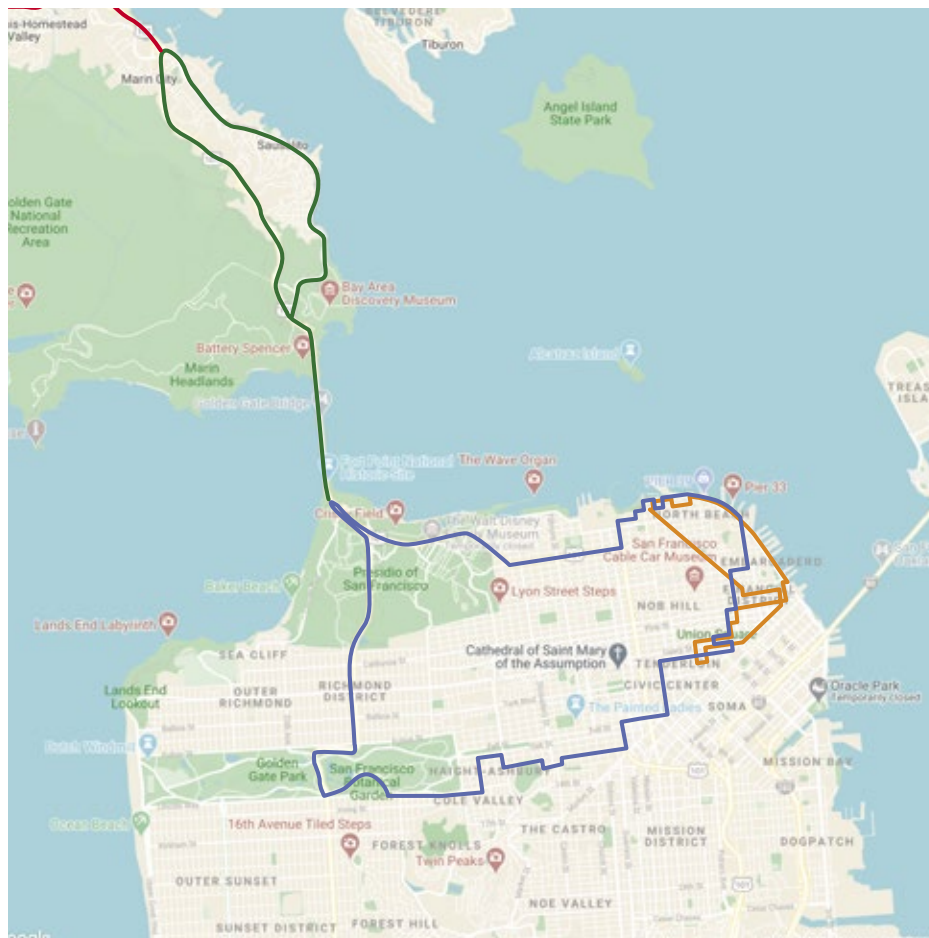




San Francisco

.Bus route *City tour buses*

- Lombard Street - Treasure Island - Washington Square - Haight Ashbury - Golden Gate Bridge - North Beach, Little Italy - Painted Ladies - Alamo Square Park



.Key figures

- **About San Francisco.** *urban area*

Population: 870,000

Tourists: 25,100,000

Density(people per km²): 7,170

- **About San Francisco city tour buses**

Passengers/year: 300,000

Operating hours: 9:00 am to 7:00 pm

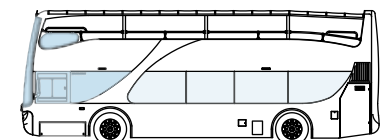
Travel time: 120min - **Frequency:** 30min

- **Audience insights.*** *per week*

Full wrap 164,738

L-Side 109,825

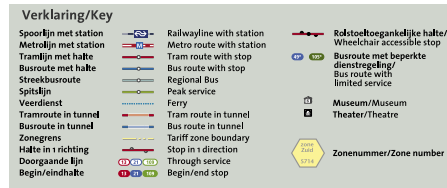
Mega Rear 41,185





Amsterdam

.Bus route *Urban buses*



.Key figures

- **About Amsterdam.** *urban area*

Population: 850,000

Tourists: 4,600,000

Density(people per km²): 5,135

- **About Amsterdam urban buses**

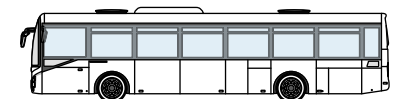
Operating hours: 7:00 am to 10:00 pm

- **Audience insights.*** *per week*

Full wrap 185,976

L-Side 123,984

Mega Rear 46,494

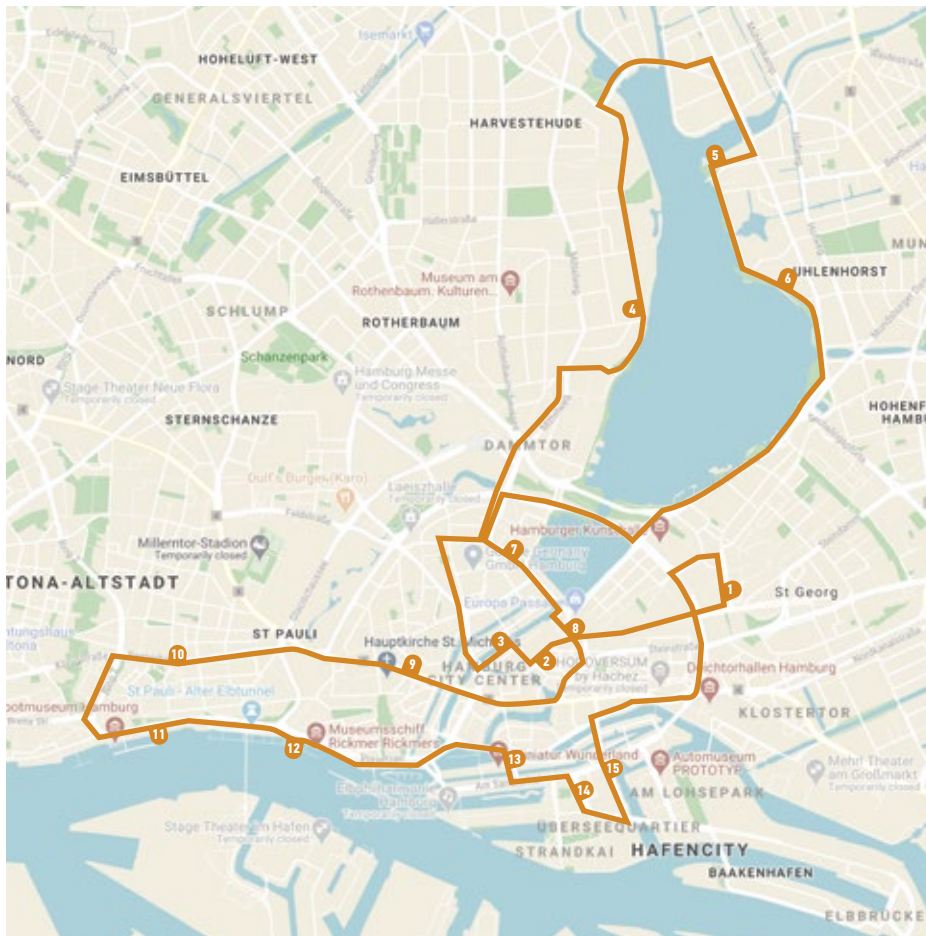




Hambourg

.Bus route *City tour buses*

- 1. Hauptbahnhof - 2. Rathaus - 3. U Rödingsmarkt - 4. Alsterufer - 5. Schöne Aussicht(Moschee) - 6. Schöne Aussicht (Alsterperle) - 7. Gänsemarkt - 8. Rathausmarkt (town hall) - 9. Michaeliskirche - 10. Davidstraße/Reeperbahn 11. Hafentreppe - 12. Landungsbrücken/harbor - 13. Auf dem Sande - 14. Hafencity (Marco Polo Terrassen) - 15. Osakaallee



.Key figures

● About Hamburg. *urban area*

Population: 1,810,000

Tourists: 5,800,000

Density(people per km²): 2,360

● About Hamburg city tour buses

Passengers/year: 120,000

Operating hours: 9:00 am to 6:30 pm

Travel time: 90min

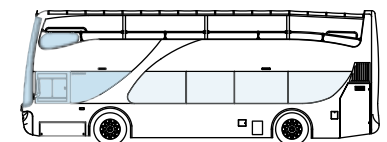
Frequency: 15 - 30min

● Audience insights.* *per week*

Full wrap 178,628

L-Side 119,886

Mega Rear 44,657





Florence



Florence



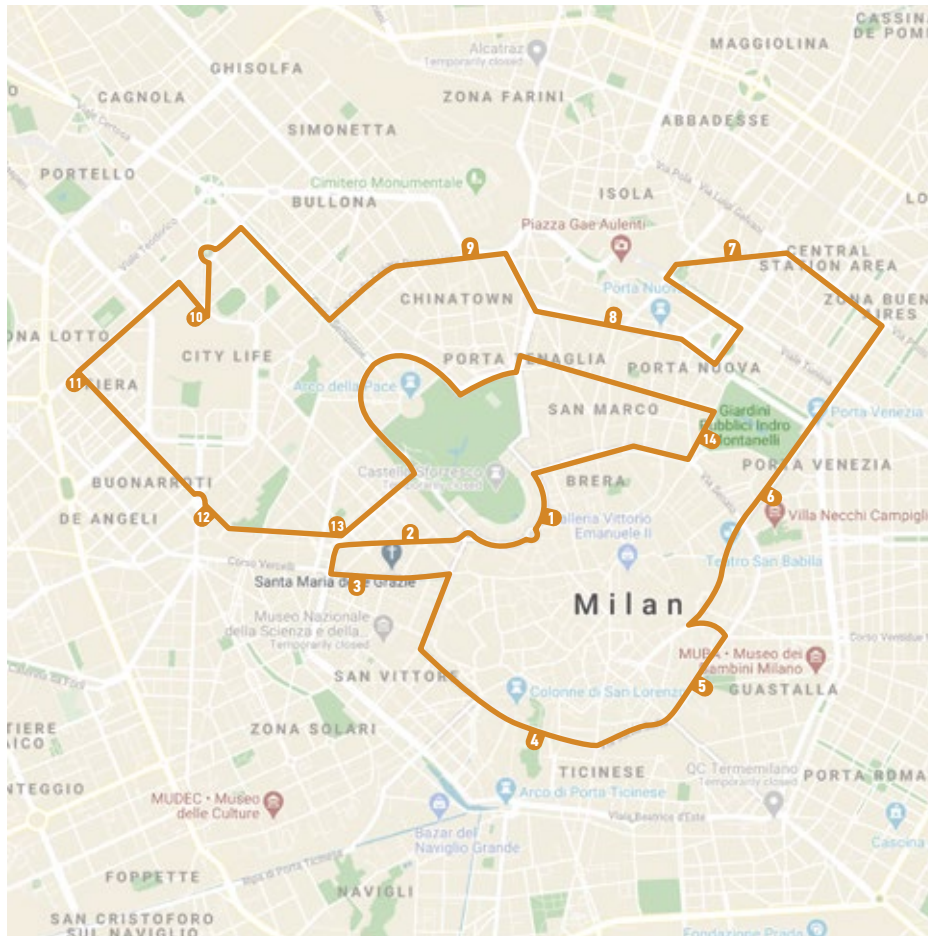
Milan



Milan

.Bus route *City tour buses*

- 1. Castello Sforzesco - 2. Cadorna - 3. Sant'Ambrogio - 4. Porta Ticinese - 5. Sforza - 6. San Babila - 7. Stazione Centrale - 8. Porta Garibaldi - 9. Piazza Cimitero Monumentale - 10. Piazza Firenze - 11. Lotto (ippodromo - mezza) - 12. Buonarroti - 13. Conciliazione - 14. Brera



.Key figures

- **About Milan.** *urban area*

Population: 1,400,000

Tourists: 6,000,000

Density(people per km²): 7,500

- **About Milan city tour buses**

Passengers/year: 120,000

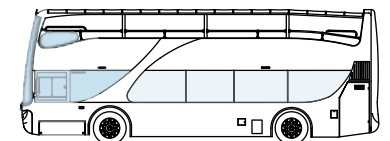
Operating hours: 9:00 am to 8:30 pm

Travel time: 120min - **Frequency:** 15-30min

- **Audience insights.*** *per week*

Full wrap 243,606

Mega Rear 60,901





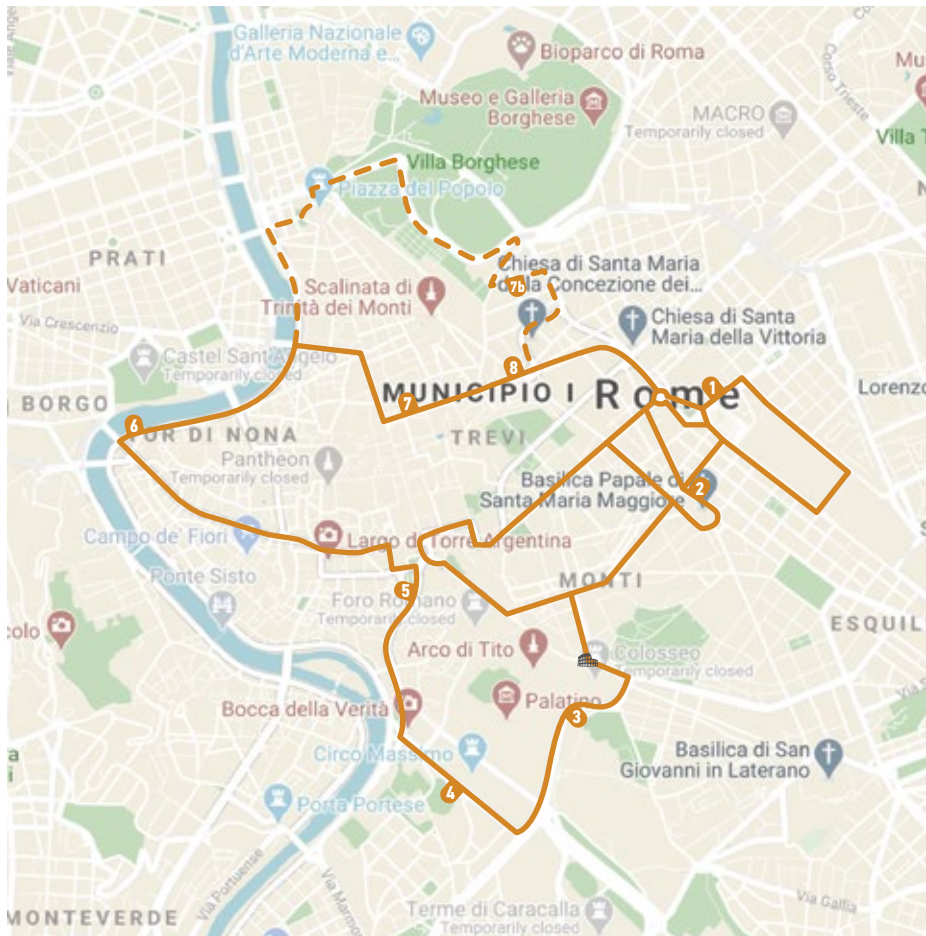
Rome



Rome

.Bus route *City tour buses*

- 1. Via Marsala - 2. Santa Maria Maggiore - 3. Colosseo - 4. Circo Massimo - 5. Piazza Venezia - 6. Vaticano - 7. Fontana di Trevi - 7b. Piazza di Spagna - 8. Piazza Barberini



.Key figures

- **About Rome.** *urban area*

Population: 2,800,000

Tourists: 9,000,000

Density(people per km²): 2,236

- **About Rome city tour buses**

Passengers/year: 800,000

Operating hours: 9:30 am to 8:30 pm

Travel time: 120min

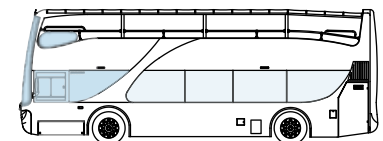
Frequency: 15-30min

- **Audience insights.*** *per week*

Full wrap 195,275

L-Side 130,183

Mega Rear 48,819





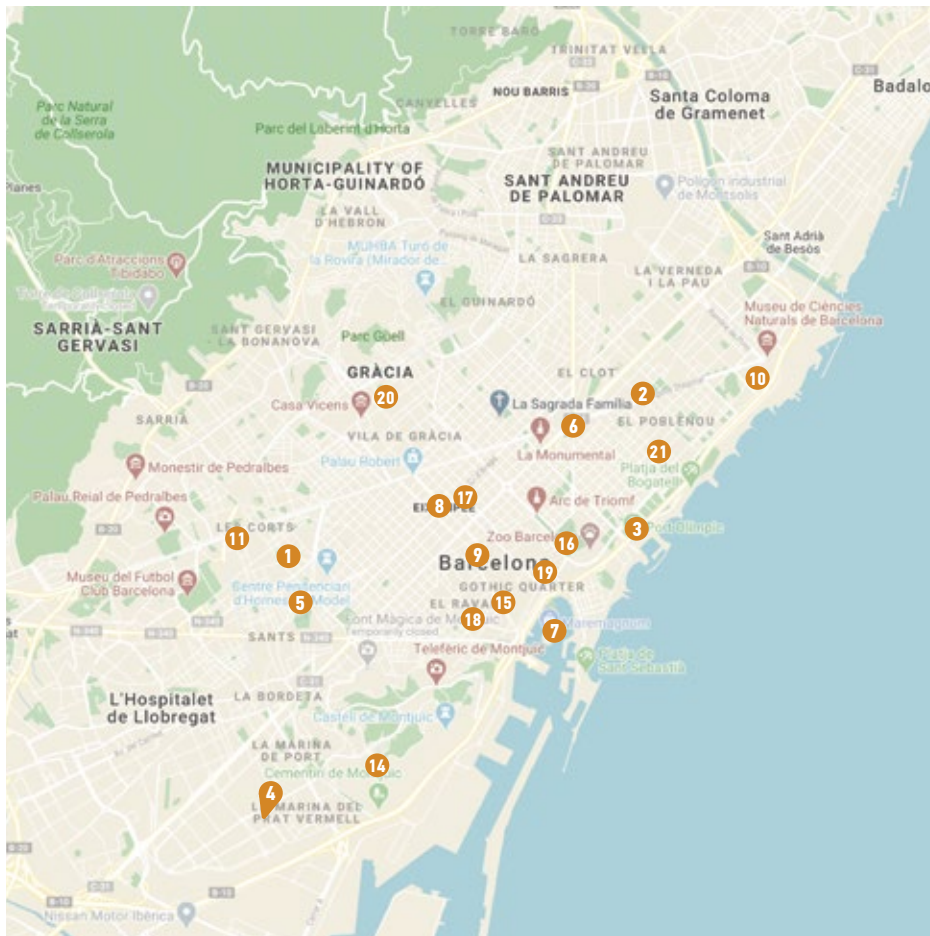
Barcelone



Barcelone

.Bus route *City tour buses*

- 1. Plaça Catalunya -2. Catedral-Gòtic -3. Port Vell -4. Museu d'Hist. Cat -5. Barceloneta -6. Port Olímpic -7. Platja del Bogatell -7b. Zoo Ciutadella -8. Nova Mar Vella -8b. TNC -9. Fòrum -10. Glories Agbar -11. Sagrada Família -12. Hosp. Sant Pau -13. Parc Güel -14. Tibidabo -15. La Pedrera -16. Casa Batlló
- 1. Plaça Catalunya -2. Arc de Triomf -3. El Born-Ciutadella-Zoo -4. World Trade Center -5. Jardins de Miramar -6. Fundació Joan Miró -7. Anella Olímpica -8. MNAC -9. Poble Espanyol -10. Caixa Fòrum -11. Plaça Espanya -12. Estació de Sants -13. Camp Nou -14. Plaça Pius XII -15. L'Illa Diagonal -16. Avinguda Diagonal -17. La Pedrera -18. Casa Batlló



.Key figures

- **About Barcelona.** *urban area*

Population: 1,600,000

Tourists: 7,000,000

Density(people per km²): 16,000

- **About Barcelona city tour buses**

Passengers/year: 800,000

Operating hours: 9:00 am to 10:00 pm

Travel time: 120min - **Frequency:** 7-15min

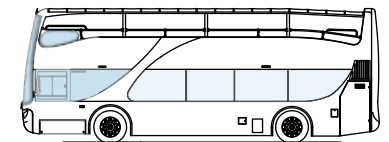
- **Audience insights.*** *per week*

Full wrap 260,481

L-Side 173,654

U-Side 130,241

Mega Rear 65,120





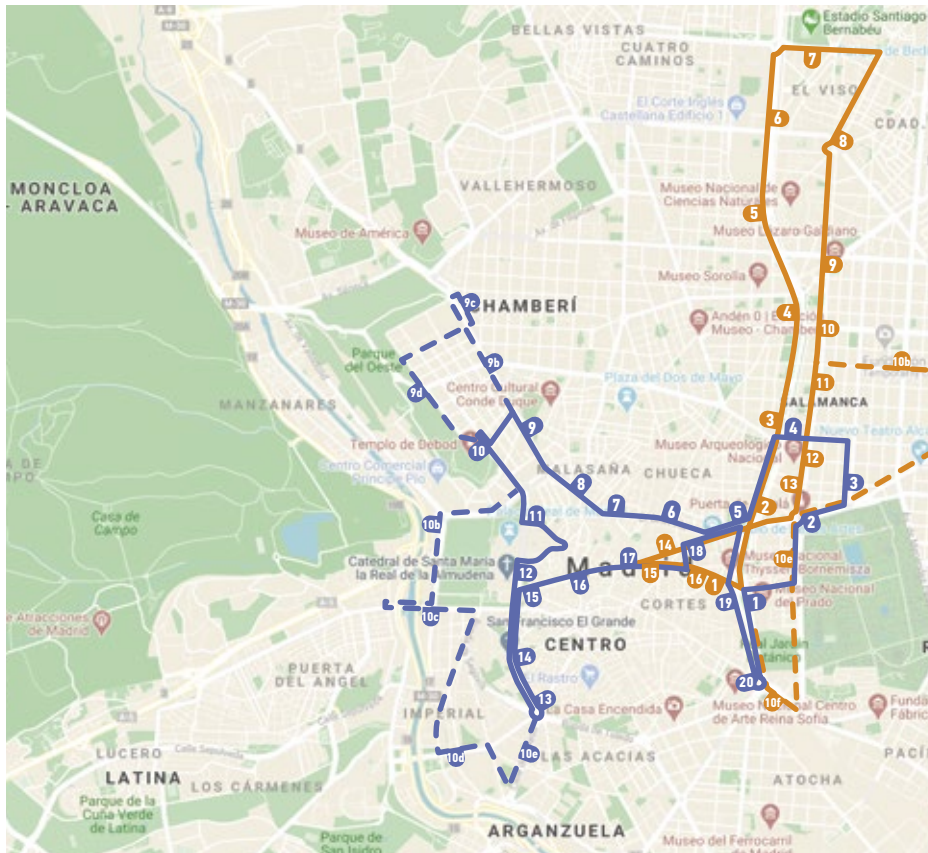
Madrid



Madrid

.Bus route *City tour buses*

- 1. Museo del Prado - 2. Puerto del Alcalà - 3. Barriro de Salamanca - 4. Plaza de Colòn - 5. Plaza de Cibeles - 6. Granvia 14 - 7. Granvia 32 - 8. Granvia 54 - 9. PLaza de Espana - 9b. Princesa ESQ Alberto Aguilera - 9c. Plaza de la moncloa - 9d. Teleferico - 10. Templo de Debod - 10b. Puerta de San Vicente - 10c. Puente de Segovia - 10d. Paseo de pontones Madrid Rio - 10e. Puente de Toledo - 11. Teatro Real - 12. Palacio real - 13. Puerta de Toledo - 14. San Francisco El Grande - 15. Catedral de la Almudena - 16. Piazza Mayor - 17. Puerta del sol - 18. Circulo de bellas artes - 19. Museo Thyssen - 20. Museo des reina Sofia - 21. Jardim botanico
- 1. Plaza de Neptuno - 2. Plaza de Cibeles - 3. Plaza de Colòn - 4. Museo de Esculturas - 5. Museo de Ciencias naturales - 6. Nuevo ministerios - 7. Santiago Bernabéu - 8. Consejo superior de investigaciones científicas - 9. Museo lazaro Galdiano - 10. Serrano 61 - 10b. Ortega y gasset - 10c. Ventas plaza de Toros - 10d. Goya Palacio de deportes - 10e. Cason del Buen retiro - 10f. Atocha Glorieta Emperador Carlos V - 10g. Plaza de neptuno - 11. Serrano 66 - 12. Museo Arqueologico - 13. Puerta de Alcalà - 14. Alcalà - 15. Puerta del sol - 16. Plaza de las cortes



.Key figures

- **About Madrid.** *urban area*

Population: 3,140,000

Tourists: 5,000,000

Density(people per km²): 3,600

- **About Madrid city tour buses**

Passengers/year: 600,000

Operating hours: 9:00 am to 7:00 pm

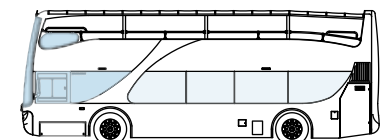
Travel time: 105min - **Frequency:** 10-15min

- **Audience insights.*** *per week*

Full wrap 198,604

L-Side 132,403

Mega Rear 49,651





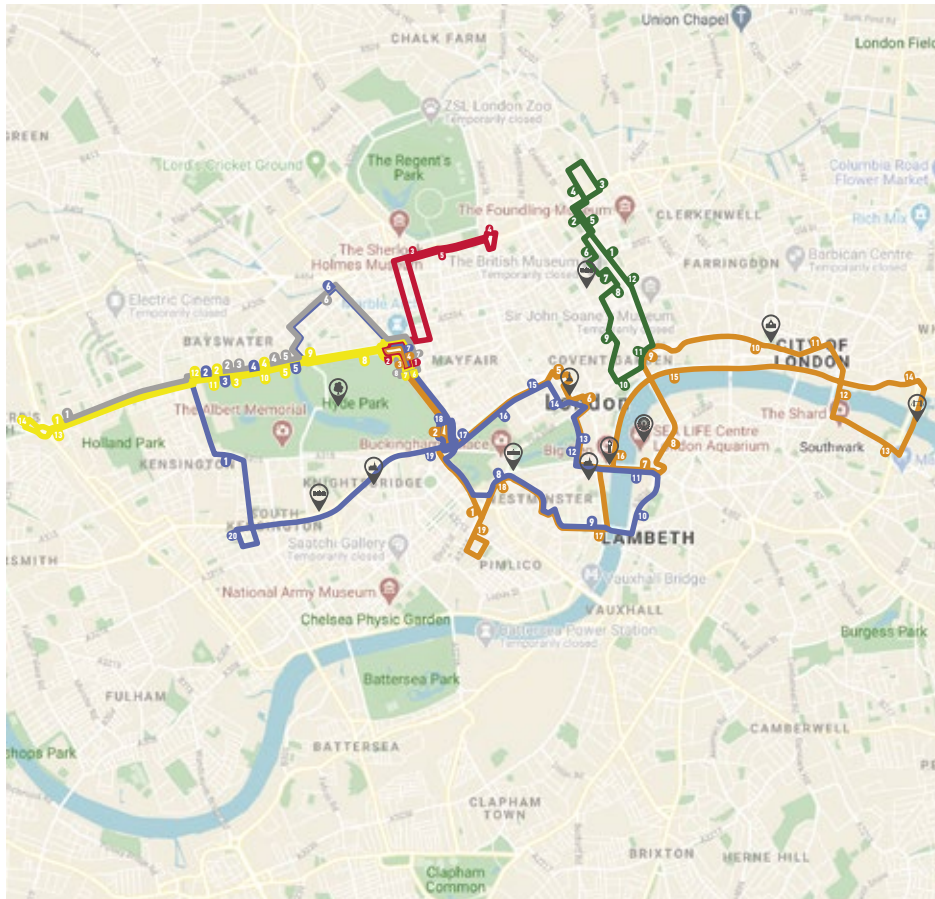
Londres



Londres

.Bus route *City tour buses*

- 1. Grosvenor Gardens - 2. Hyde Park - 3. Marble Arch - 4. Park Lane - 5. Coventry Street - 6. National Portrait Gallery - 7. Westminster bridge - 8. York Road - 9. Aldwych - 10. St Pauls Cathedral - 11. Queen victoria street - 12. London bridge - 13. Tooley street - 14. Tower Hill - 15. Victoria Embankment - 16. Westminster bridge - 17. Horseferry Road - 18. Buckingham Gate - 19. Buckingham Palace Road
- 1. Kensington Road - 2. Notting Hill Gate - 3. Bayswater Road - 4. Bayswater Road - 5. Lancaster Terrace - 6. Praed street - 7. Marble Arch - 8. Buckingham Gate - 9. Horseferry Road - 10. Lambeth Palace - 11. Westminster Bridge - 12. Parliament Street - 13. Whitehall - 14. Trafalgar Square - 15. Picadilly - 16. Green Park - 17. Picadilly - 18. Hyde Park - 19. Knightsbridge - 20. Gloucester Road
- 1. Woburn Place - 2. Upper Woburn Place - 3. Pancras Road - 4. Midland Road - 5. Upper Woburn Place - 6. Bedford Way - 7. Russel Square - 8. Great Russel street - 9. Charing Cross Road - 10. Duncannon Street - 11. Aldwych - 12. Southampton Row
- 1. Holland Park Avenue - 2. Notting Hill Gate - 3. Bayswater Road - 4. Bayswater Road - 5. Lancaster Terrace - 6. Park Lane - 7. Marble Arch - 8. Bayswater Road - 9. Lancaster Gate Station - 10. Bayswater Road - 11. Bayswater Road - 12. Notting Hill Gate - 13. Holland Park Avenue - 14. Shepherds Bush Station
- 1. Park Lane - 2. Marble Arch - 3. Baker Street - 4. Albany Street - 5. Marylebone Road
- 1. Holland Park Avenue - 2. Notting Hill gate - 3. Bayswater road - 4. Bayswater road - 5. Lancaster terrace - 6. Praed Street - 7. Park Lane - 8. Marble Arch



.Key figures

● About London. *urban area*

Population: 7,825,000

Tourists: 36,000,000

Density(people per km²): 5,590

● About London city tour buses

Passengers/year: 1,440,000

Operating hours: 8:30 am to 6:30 pm

Travel time: 1h30

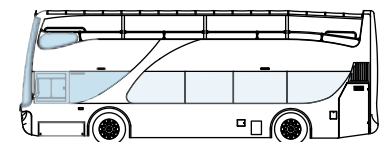
Frequency: 15-30min

● Audience insights.* *per week*

Full wrap 234,651

L-Side 156,434

Mega Rear 58,663



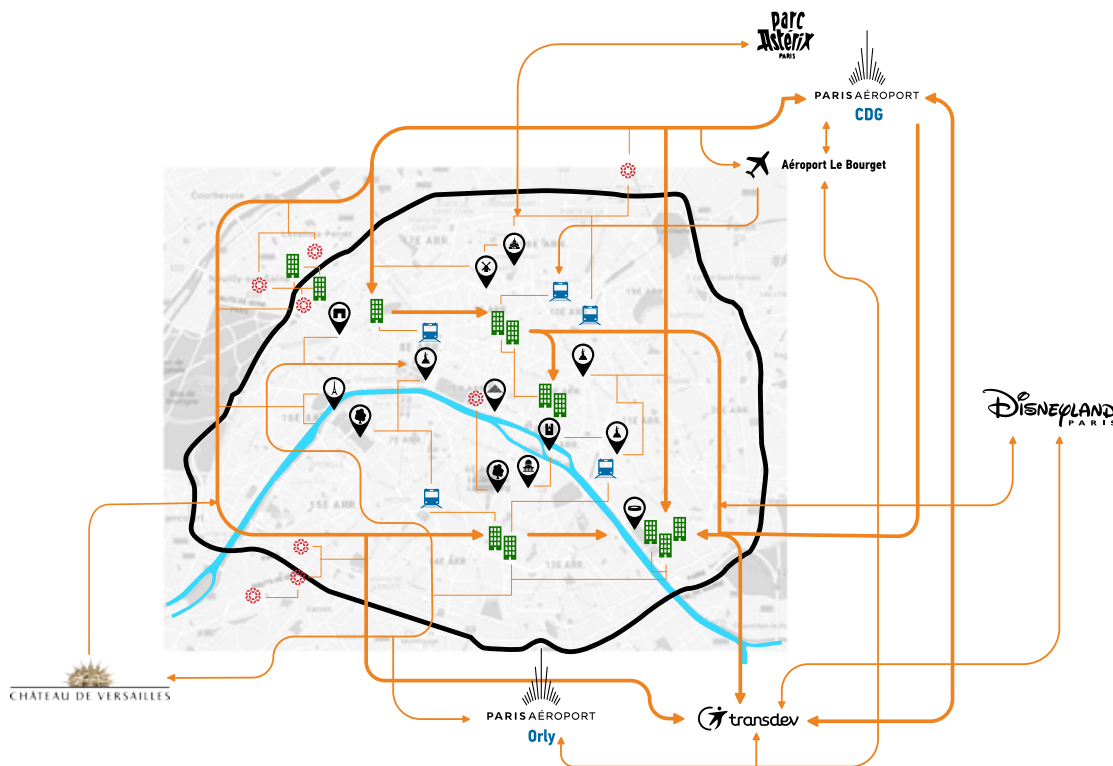


Paris



Paris

.Bus route *Shuttle buses*



.Key figures

- **About Paris.** *urban area*

Population: 2,244,000

Tourists: 32,000,000

Density(people per km²): 21,000

- **About Paris city tour buses**

Passengers/year: 1,000,000

Operating hours: 8:00 am to 12:00 pm

Travel time: 120 min

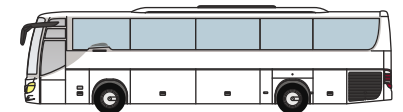
- **Audience insights.*** *per week*

Full wrap 220,416

L-Side 146,944

U-Side 110,208

Mega Rear 55,104





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