



Summit

LESHUTTLE DIGITAL SCREEN ADVERTISING

Reach UK travellers heading to Europe at the crossing.

A media pack for tourist boards and destination marketers.



German Tourist Board



Explore France

Meet your future visitors at the gateway to Europe

Every year, millions of UK travellers pass through the LeShuttle terminal at Folkestone on their way into Europe. They are relaxed, unhurried and receptive, with time on their hands. For a destination, there is no more natural moment to be seen - you are reaching people already heading your way, at the peak of travel intent.

60%

of all cross-Channel car traffic travels via LeShuttle

Up to 1hr

dwel time in the terminal - real time to engage

12

full-motion digital 6-sheet screens across the terminal

Source: LeShuttle

An affluent, holiday-minded audience

LeShuttle carries a distinctly attractive audience for destination marketing - affluent, family-oriented and actively planning their next trip:

AB 52%

of recent LeShuttle users are in the AB social grade

169%

more likely to own a second home

134%

more likely to have a personal income of £100k+

23% → 45%

travel with a child...rising to 45% in school holidays

66%

more likely to be planning a Disneyland Paris trip

193%

more likely to take winter-sports holidays

Source: YouGov Profiles / LeShuttle. Full audience profiling available on request.

Why LeShuttle works for destinations

1 Intercept at the moment of intent

You are not interrupting, you are reaching travellers who have already committed to the journey. A prompt to choose, extend a stay in or return to your region lands exactly when it matters.

2 Own the gateway to Europe

A destination on these screens borrows the scale and credibility of the crossing itself - a confident, premium statement to a UK audience that is otherwise hard and costly to reach at this moment.

3 Long dwell, full attention

With dwell times of up to an hour and full-motion screens, your message is not a three-second flash. There is time to show a place, tell a story, prompt a discussion and be remembered before the drive south.

A dynamic network, backed by data

● 12 D6 screens

High-impact, full-motion portrait media screens in prime locations across the entire Folkestone terminal.

Creative: full-motion, portrait. Standard slot = 1 × 10 seconds. Full artwork specs supplied on booking.

● Real-time data

First-party impressions tracked by DataJam - smarter, dynamic campaigns and clear reporting.

● Unrivalled dwell time

Extended dwell of up to an hour means your brand reaches holidaymakers when they can truly engage.

● A new era of luxury

A terminal upgrade completes end of 2026, becoming an increasingly premium environment.



Visit Wallonia



Visit Kent

Packages & pricing

Choose an off-the-shelf campaign, or build a bespoke package around your brief. All campaigns run across the full 12-screen network.

Entry-level: Spark campaigns (1 × 10-sec slot every ~4 mins)

Campaign (Spark weight)	Duration	Screens	SOV	Investment	Impressions	CPM
1 Month	28 days	12	4.16%	£2,500	300,000	£8.33
2 Month	60 days	12	4.16%	£4,850	600,000	£8.08
3 Month	91 days	12	4.16%	£7,000	900,000	£7.78
6 Month	183 days	12	4.16%	£13,000	1,800,000	£7.22
Annual	365 days	12	4.16%	£24,000	3,600,000	£6.67

More presence: share-of-voice packs

Pack	SOV	12 weeks	52 weeks	Annual impacts
Standard	16.67%	£30,000	£100,000	up to 15,360,000
Pulse	8.33%	£16,500	£55,000	up to 7,680,000
Spark	4.16%	£9,000	£30,000	up to 3,840,000

Indicative rates from the current LeShuttle rate card (ex VAT). Final pricing, availability and bespoke seasonal packages confirmed on enquiry. Impressions/impacts measured via DataJam first-party data.

NEXT STEPS

Let's put your destination on the map

1

Build your campaign

Pick a duration and weight or ask us for a bespoke seasonal package.

2

Send your artwork

We'll supply full production specs; portrait, full-motion, 10-second slots.

3

Go live

Reach affluent UK travellers heading your way, at the moment of travel intent.



Visit Flanders

Talk to us about your region

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