FOR MORE INFORMATION ON ADVERTISING OPPORTUNITIES, CONTACT ALEX ENGLISH AT ALEX.ENGLISH@FLYXNA.COM
THE BEST OF NWA

Being located on the outskirts of Bentonville, Arkansas, XNA is surrounded by multiple Fortune 500 companies, including: Wal-Mart Headquarters, Tyson Foods, and J.B. Hunt Transport.

While many travel to the region for business, many also visit for leisure. As of July 2020, Bentonville has claimed itself as "The Mountain Biking Capital of the World", with over 300 miles of bike trails throughout Northwest Arkansas. NWA is also home to the Crystal Bridges art museum, the Scott Family Amazeum, the Arkansas Air and Military Museum, and even hosts the annual Bentonville Film Festival.
30% OF RESIDENTS HAVE A COLLEGE DEGREE OR HIGHER

81% ARE WHITE; 9% ARE HISPANIC; 3% ARE BLACK

41% OF HOUSEHOLDS EARN OVER $75,000/YEAR

57% OWN THEIR RESIDENCE WHILE 43% RENT

42% OF RESIDENTS HAVE FLOWN AT LEAST ONCE YEAR

30% OF RESIDENTS PARTICIPATE IN OUTDOOR ACTIVITIES
MARKET PROFILE

POPULATION:
806,117

FEMALE 51%
MALE 49%

18-24 y/o 13%
25-34 y/o 19%
35-44 y/o 17%
45-54 y/o 18%
55-64 y/o 16%
65 & older 17%
ABOUT THE AIRPORT

The Northwest Arkansas National Airport (XNA) was opened for commercial passenger business on November 1, 1998. Since then, the airport has continued to strive to keep pace with the growing demands of Northwest Arkansas' thriving economy and passenger traffic. Through the services of Allegiant Air, American Airlines, Delta Air Lines, Frontier Airlines, and United Airlines, XNA has expanded its direct flights to 18 different destinations across the United States.

Advertisement in XNA will provide you with countless opportunities to impact worldwide passengers visiting the area for business, or pleasure, as well as the opportunity to reach citizens of the region traveling out of XNA.

- Conveniently 17 miles from Fayetteville, AR
- Serves Northwest Arkansas, Southern Missouri and Eastern Oklahoma
- Bentonville is the tenth largest city in Arkansas
ADVERTISING OPTIONS

Concourse A

E-Poster Digital Network
55" Digital Displays
5 Displays with 8 Faces
ADVERTISING OPTIONS

Baggage Claim

Baggage Claim Digital Network
65" Digital Displays
8 Displays with 8 Faces
ADVERTISING OPTIONS

Terminal/Security

FIDS Digital Network
6 Monitors
ADVERTISING OPTIONS

Arrivals Hallway

Video Wall
7' x 12'
1 Display with 9 Matrixed Screens

(All arriving passengers walk through this hallway.)