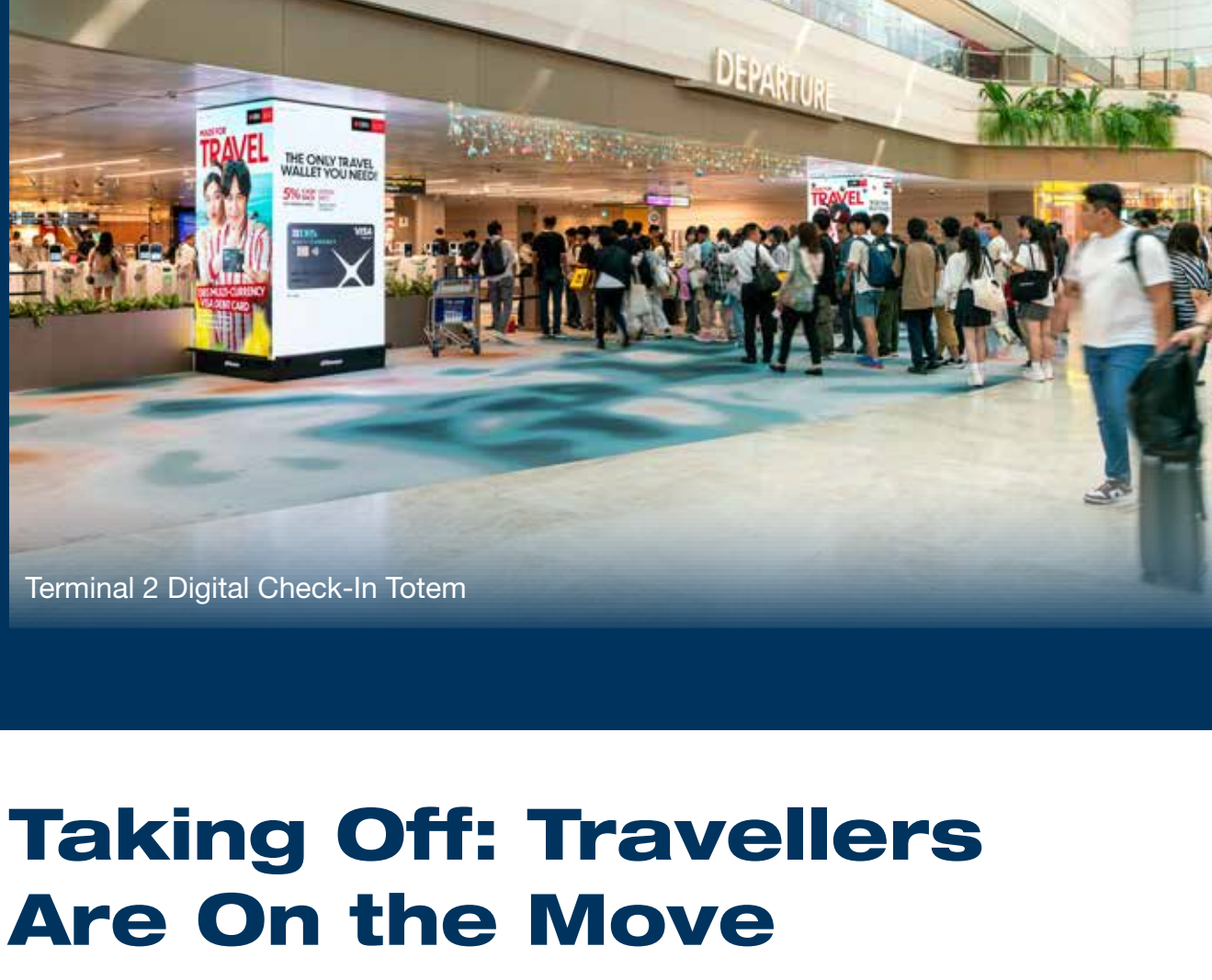


June Sends Audiences in Two Directions. OOH Captures Both.

Late May and June is when audiences start moving. Some are jetting off, riding the mid-year travel wave. Others are staying in, filling malls for shopping, dining and entertainment.

Two very different journeys and two rich audience opportunities for brands.



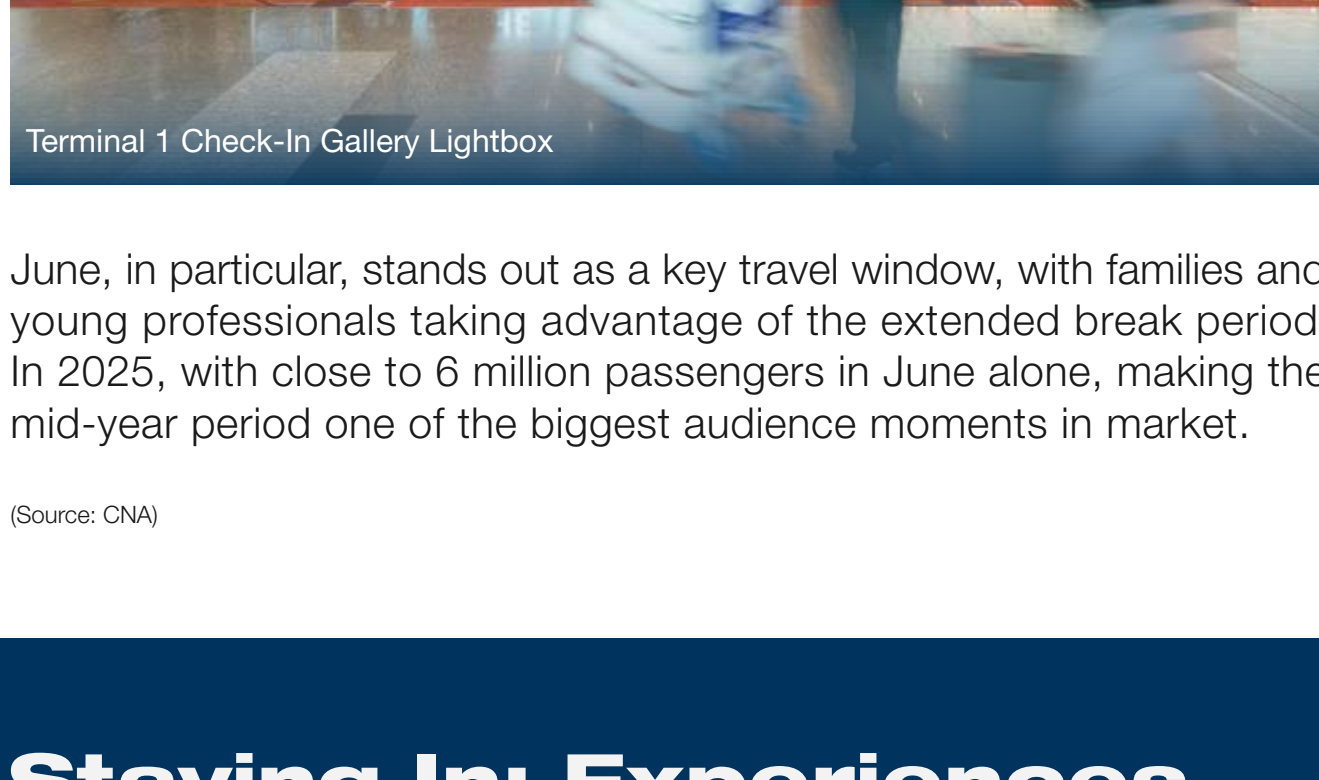
Terminal 2 Digital Check-In Totem

Taking Off: Travellers Are On the Move

Travel demand is soaring. Changi Airport handled close to 18mil passenger movements in Q1 2026, marking a 2.3% increase YOY.

At the same time, Singaporeans are travelling more and further.

According to YouGov and Skyscanner data, Japan, Korea, Australia and Europe remain top destinations in 2026, driven by seasonal demand and school holiday travel peaks.



Terminal 1 Check-In Gallery Lightbox

June, in particular, stands out as a key travel window, with families and young professionals taking advantage of the extended break period. In 2025, with close to 6 million passengers in June alone, making the mid-year period one of the biggest audience moments in market.

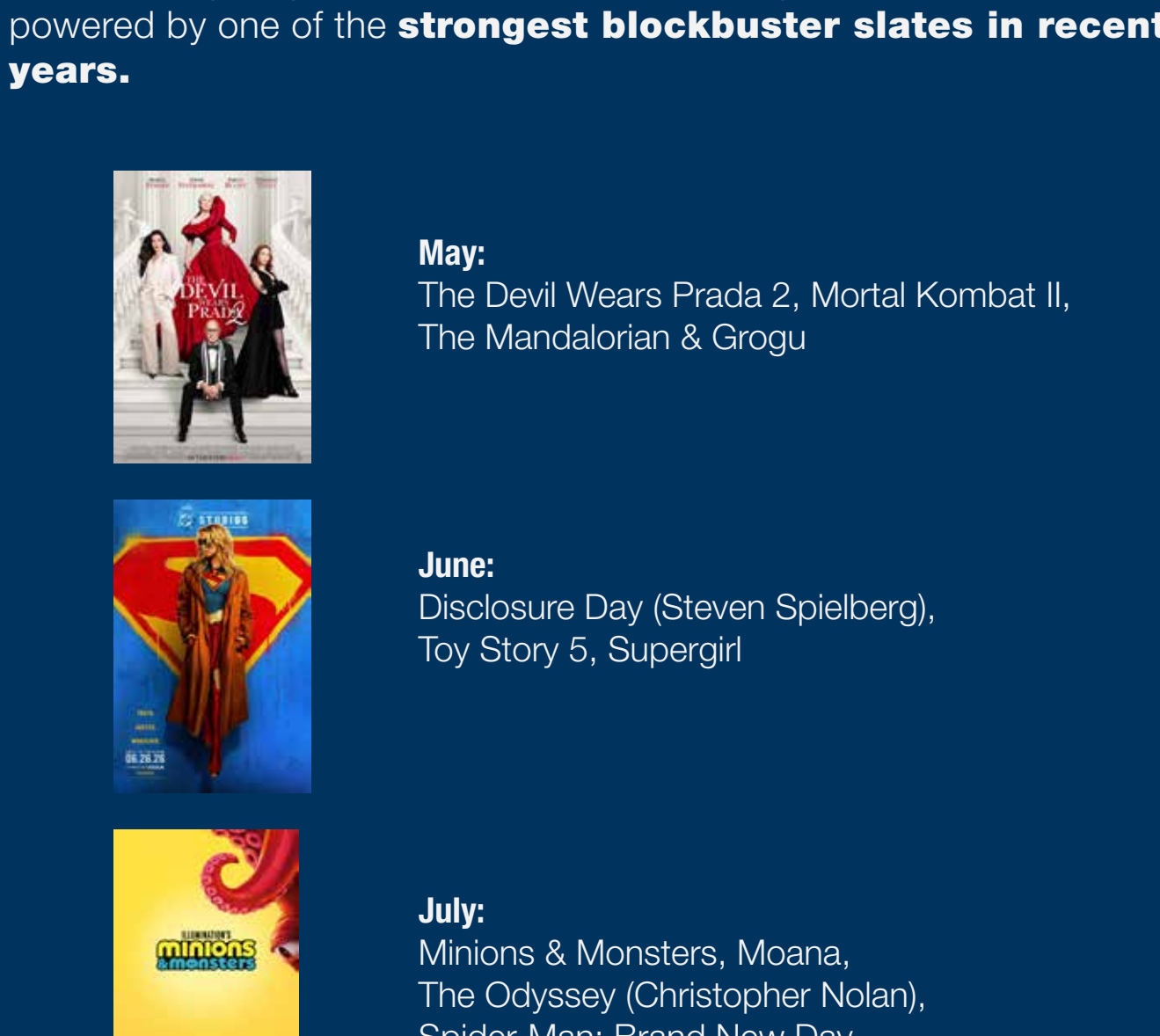
(Source: CNA)

Staying In: Experiences Are Drawing Crowds

Not everyone is leaving and that's just as powerful.

Malls remain a primary leisure hub, with almost 40% of shoppers visiting 2-3x a month or more.

(Source: JCDecaux Singapore 2026 Mall Audience Profiling Study, n=510).



Funan eLevate Digital Billboard

And this May-July, cinemas are set to be a major driver of that footfall powered by one of the **strongest blockbuster slates in recent years.**

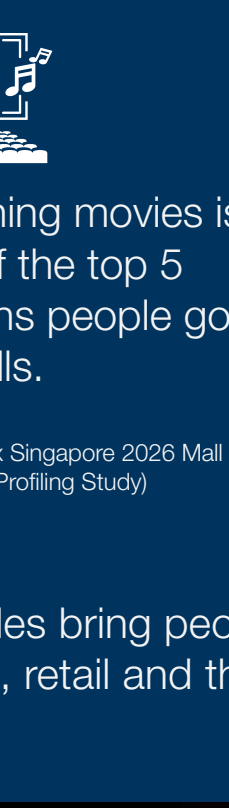


May:
The Devil Wears Prada 2, Mortal Kombat II, The Mandalorian & Grogu

June:
Disclosure Day (Steven Spielberg), Toy Story 5, Supergirl

July:
Minions & Monsters, Moana, The Odyssey (Christopher Nolan), Spider-Man: Brand New Day

Studios are already calling this a potential **“record-breaking summer” for cinemas**, with the slate strong enough to rival peak box office years.



Toy Story 5, one of Pixar's biggest franchise, has generated 140M+ trailer views in 24 hours, signalling massive family demand.

Spider-Man and The Odyssey are among the most anticipated films of 2026 globally, with billion-dollar box office potential in early forecasts.

Franchise titles like Star Wars, Minions and Moana continue to deliver multi-generational appeal, driving repeat visits and group outings.

(Source: Collider, Substream, People)

Cinema today is less about content, more about occasion and audiences are responding:

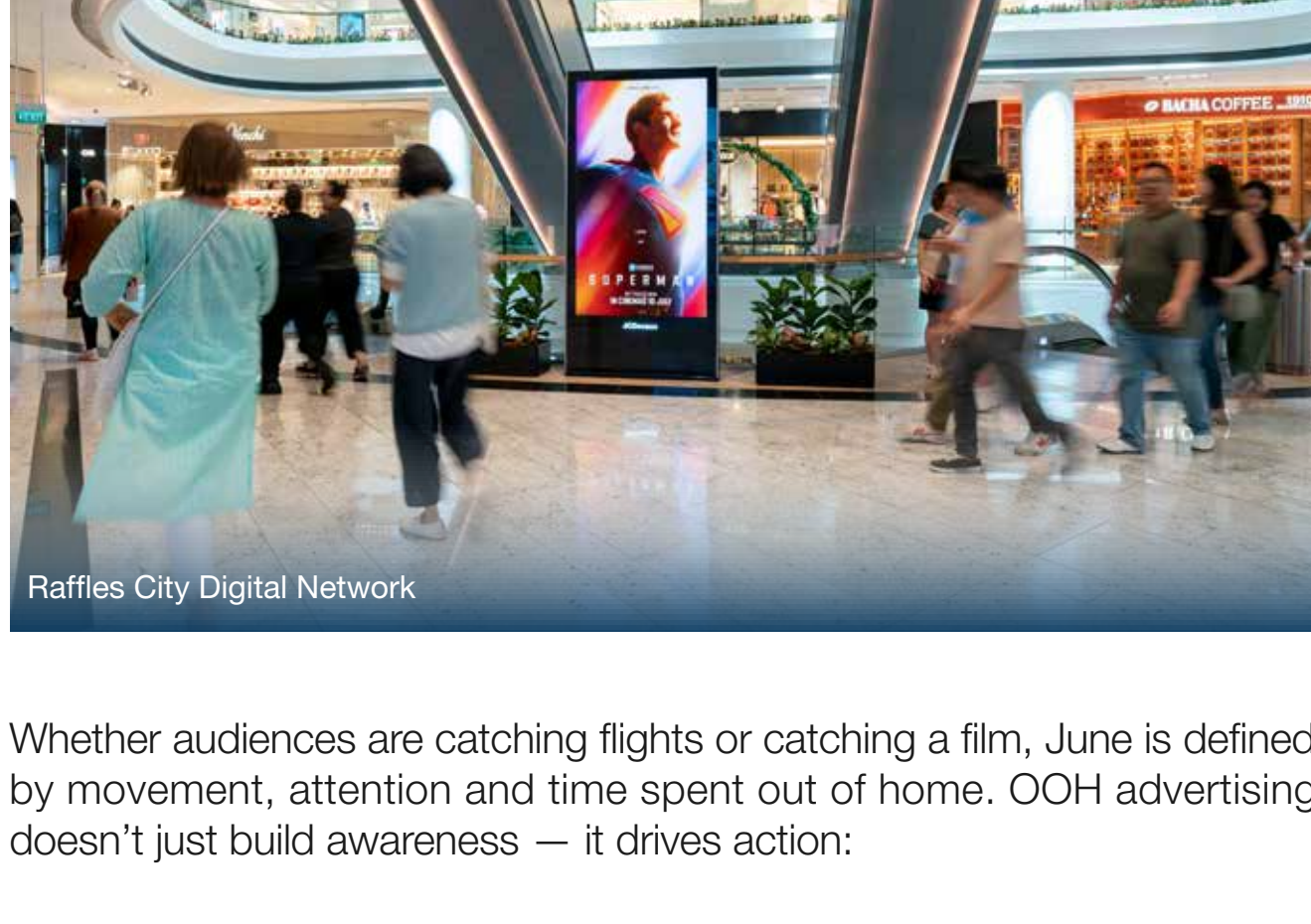


(JCDecaux Singapore 2026 Mall Audience Profiling Study)

(YouGov Profiles 2025)

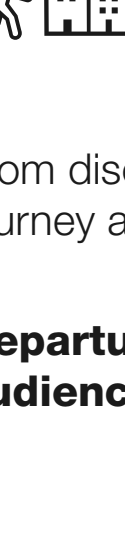
(YouGov Profiles 2025)

Big titles bring people in, but what they create is extended dwell across dining, retail and the wider mall ecosystem.



Raffles City Digital Network

Whether audiences are catching flights or catching a film, June is defined by movement, attention and time spent out of home. OOH advertising doesn't just build awareness — it drives action:



76% of airport audiences are prompted to search or visit a brand online after seeing an ad.

(JCDecaux Singapore 2026 Airport Audience Profiling Study)



52% are likely to visit a brand after seeing an ad in malls, outperforming transport and social media.

(JCDecaux Singapore 2026 Mall Audience Profiling Study)

From discovery to consideration to visitation, OOH connects the full journey across both travellers in transit and consumers in leisure mode.

Departures or blockbusters — brands need to be where audiences are.

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