

An exciting, new EXTERIOR opportunity –Summer 2018



Program Highlights:

6 vessels-featuring
EXTERIOR wraps

1100 trips a month

1.2 million seasonal
passengers

More than 2 million
monthly impressions



Presented by



Trans4media

Fire Island Water Taxis

Demographic Summary

Age of Visitors: 18-34 18%, 35-54 40%,
55+ 21%. Media Age 36.8

88% of the visitors come from the local
area (within 45 MI)

81% from NY and 4% from NJ. Less than
1% Intl and the balance
from 35 other states

Median HHI \$111,000

25% have Avg. HHI's of \$150k+, 27% 100-
150k

(52% greater than 100k)

Education: some college
or more 78%

50% Male and 50% Female

70% travel with Family or
Family and Friends

Source: US Census Bureau 2010 & American
Community Survey 2013 and 2015

