





# PREMIUM PROFESSIONALS

HIGH-END CONSUMERS LOOKING FOR QUALITY PRODUCTS AND EXPERIENCES



11%

## KEY FEATURES

- Long-haul travellers
- Enjoy the airport experience, feel relaxed and open to new things
- Arrive at the airport early to allow themselves enough time to browse, particularly at technology retailers
- Interested in technology products and motors

WHO WE ARE		DIFFERENTIATING STATEMENTS	
<b>39%</b> 35-54 (Index 123)	<b>32%</b> B social grade (Index 115)	 Love to own latest technology <b>41%</b> (169)	Enjoy browsing tech at airport <b>40%</b> (278)
<b>32%</b> Travelling alone (Index 115)	<b>27%</b> Long-haul travel (Index 138)	People ask me for advice <b>37%</b> (180)	Great deals on tech at airport <b>25%</b> (201)
<b>1-2</b> Flights in last 12 months	<b>54%</b> Work full-time (Index 112)	Car make is very important <b>41%</b> (134)	Car make is very important <b>41%</b> (134)
		 Enjoy shopping for cars <b>35%</b> (171)	Enjoy shopping for cars <b>35%</b> (171)
		Buy premium/luxury cars <b>23%</b> (137)	Buy premium/luxury cars <b>23%</b> (137)
		People ask me for advice <b>19%</b> (192)	People ask me for advice <b>19%</b> (192)
		Love looking at cars on display at airport <b>19%</b> (214)	Love looking at cars on display at airport <b>19%</b> (214)
		 Embrace new tech for personal finances <b>59%</b> (127)	Embrace new tech for personal finances <b>59%</b> (127)
		Interested in stocks and shares <b>42%</b> (131)	Interested in stocks and shares <b>42%</b> (131)
		Compare airport prices and buy if good deal <b>65%</b> (133)	Compare airport prices and buy if good deal <b>65%</b> (133)
		 More extravagant when I'm travelling <b>51%</b> (136)	More extravagant when I'm travelling <b>51%</b> (136)
		Airport purchase is a treat <b>45%</b> (176)	Airport purchase is a treat <b>45%</b> (176)
		Love browsing airport shops <b>44%</b> (158)	Love browsing airport shops <b>44%</b> (158)



BRANDS WE LIKE	
	<b>SAMSUNG</b>
	<b>B&amp;O</b> BANG & OLUFSEN

