

ON THE UP





CAREER CLIMBING MIDDLE-CLASS PROFESSIONALS WHO ENJOY MULTIPLE FLIGHTS EVERY YEAR

14%

KEY FEATURES

- Very frequent flyers, with a mixture of leisure & business travel
- Enjoy the airport experience feeling happy and relaxed
- Willing to buy things in the airport, especially tech products and mid-range fashion
- Interested in cars, technology and premium goods

WHO WE ARE	
52% 18-44 (Index 142)	38% C1C2 social grade (Index 109)
36% with spouse/partner (Index 90)	26% Medium-haul travel (Index 134)
5+ Flights in last 12 months	60% Work full-time (Index 124)

DIFFERENTIATING STATEMENTS		
	Pay more to fly business class	25% (120)
	Airbnb makes holiday more exciting	18% (114)
	Fan of wearable technology	25% (115)
	Enjoy tech browsing in airport	20% (136)
	Good deals on tech products at airport	18% (148)
	Love looking at display cars at airport	14% (155)
	Display car might prompt test drive	11% (136)
	Think about finances on holiday	15% (200)
	Owning designer brands makes me feel good	23% (133)
	Wait until airport to buy designer/tech goods	18% (173)



BRANDS WE LIKE	
