

# LABELS AND LONG-HAUL

AFFLUENT & FASHIONABLE CONSPICUOUS CONSUMERS WHO LOVE TO SHOP IN THE AIRPORT ENVIRONMENT

## KEY FEATURES

- Moderately frequent long-haul flyers, predominantly female
- Happy and relaxed during the airport experience, and very willing to spend
- Arrive at the airport very early to allow themselves enough time to browse in various retailers.
- Likely to buy high-end fashion products, cosmetics and accessories

7%



WHO WE ARE		DIFFERENTIATING STATEMENTS	
<b>49%</b> 25-44 <i>(Index 159)</i>	<b>38%</b> B social grade <i>(Index 138)</i>	Enjoy shopping for cars <b>39%</b> <i>(188)</i>	
<b>40%</b> with spouse/partner	<b>25%</b> Long-haul travel <i>(Index 165)</i>	Love looking at display cars at airport <b>30%</b> <i>(336)</i>	
<b>1-2</b> Flights in last 12 months	<b>59%</b> Work full-time <i>(Index 122)</i>	Give people advice on cars <b>28%</b> <i>(279)</i>	
		Display car might prompt test drive <b>25%</b> <i>(313)</i>	
		Use money comparison sites for best deals <b>71%</b> <i>(131)</i>	
		Interested in stocks and shares <b>45%</b> <i>(141)</i>	
		Think about finances on holiday <b>24%</b> <i>(318)</i>	
		Love browsing in airport shops <b>70%</b> <i>(248)</i>	
		More extravagant when I'm travelling <b>63%</b> <i>(170)</i>	
		Owning designer brands make me feel good <b>44%</b> <i>(260)</i>	
		Wait to buy designer/tech goods at airport <b>41%</b> <i>(387)</i>	



BRANDS WE LIKE	
GUCCI	LOUIS VUITTON
VISA	PRADA

