

HIGH FLYERS








HIGH-LEVEL EXECUTIVES EXPERIENCING MULTIPLE VISITS THROUGH AIRPORTS THROUGHOUT THE YEAR

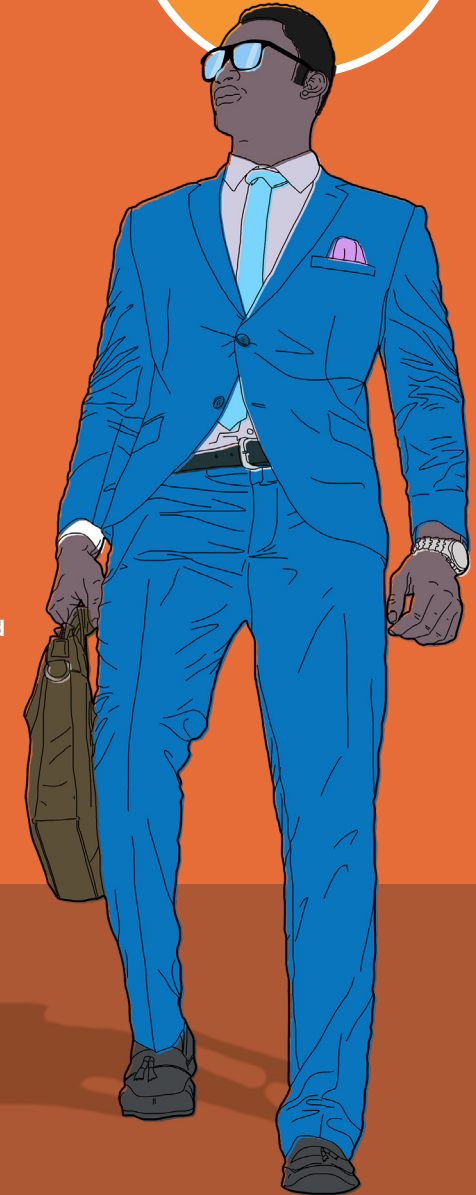
27%

KEY FEATURES

- Very frequent flyers, predominantly for business
- Familiar with the airport environment so only arrive a short time before their flight
- Interested particularly in personal finance and technology products

WHO WE ARE	
73% 45+	36% A social grade (Index 134)
33% Travelling alone (Index 134)	67% Short-haul travel (Index 134)
5+ Flights in last 12 months	64k Average Household Income p/yr

DIFFERENTIATING STATEMENTS	
 Prefer holidays "off the beaten track"	51% (136)
 Pay more to fly business class	23% (113)
 People ask for tech advice	26% (125)
 Consider car's green credentials	47% (130)
 Pay credit cards off in full	83% (124)
 Have planned for retirement	53% (120)
 Interested in stock market	40% (124)



BRANDS WE LIKE	
	
	



LinkedIn
(Index 116)