

# Pools Packages and Prosecco

MIDDLE-CLASS WOMEN WHO VALUE THEIR HOLIDAYS WITH BOTH FRIENDS AND FAMILY

**12%**

## KEY FEATURES

- Predominantly female & middle-class
- Moderately frequent flyers with a mixture of holidaying with family, and holidaying with friends
- Excited about spending time in the airport and more willing to treat themselves within the airport environment
- Interested in a mixture of budget and premium travel

WHO WE ARE	
<b>64%</b> 45+	<b>40%</b> C1C2 social grade <i>(Index 113)</i>
<b>67%</b> with partner/family <i>(Index 133)</i>	<b>27%</b> Medium-haul travel <i>(Index 118)</i>
<b>3-4</b> Flights in last 12 months	<b>18%</b> Work part-time <i>(Index 156)</i>

DIFFERENTIATING STATEMENTS	
High street fashion as good as designer	<b>76%</b> (134)
Airport purchases are treats	<b>58%</b> (172)
More extravagant when I'm travelling	<b>50%</b> (134)
Guilt about spending on premium products	<b>49%</b> (127)
Love browsing airport shops	<b>48%</b> (170)
Enjoy trying testers at the airport	<b>47%</b> (147)
Impulse shopper	<b>33%</b> (152)
Want to see as many countries as possible	<b>74%</b> (111)
Prefer holidays 'off the beaten track'	<b>40%</b> (108)
Prefer to stay in luxury hotels	<b>40%</b> (104)
Prefer to buy a package	<b>25%</b> (103)



BRANDS WE LIKE	
	M&S
TOPSHOP	<b>BOMBAY SAPPHIRE</b>

