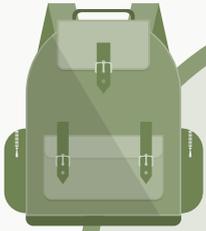


Traveller Profiles



EXPERIENCE SEEKERS

Love travelling and exploring new places and unfamiliar cultures. Prefer to spend time in airports catching up on emails and social media rather than airport shopping. When travelling they like to buy locally produced products.

ROUTINE FLYERS

The most frequent flyers. Air travel is necessity, not a luxury. They don't allow much time in the airport and are most likely to use this time working. They are responsive to airport advertising but have a clear idea of the brands they like. Shopping at the airport is not a priority.



CONSERVATIVE PASSENGERS

Often older, infrequent flyers travelling low cost or economy. Much less likely to engage with airport activities but will spend time in a bar or cafe. Least likely to use a smartphone or social media in the airport. Just keen to get to their destination.

ENTHUSIASTIC SHOPPERS

Love travel and talking about their travels. Arrive early at the airport as there is lots to do. Love international brands and are happy to pay more for quality. Allow plenty of time for shopping when on holiday. Responsive to airport advertising and are willing to try new brands.



TECH SAVVY ADVENTURERS

Often younger, frequent flyers who like to be adventurous when travelling. Enjoy airports and love shopping. Most likely to be influenced by airport advertising. Early adopters of new tech and use social networking to make plans.

SEASONED TOURISTS

Older, regular but not frequent flyers. Enjoy travelling and seeing new places – but mainly for leisure and often as part of a group. They enjoy sightseeing and relaxing when away. Allow plenty of time before a flight and bring back lots of souvenirs and gifts from their trip.

