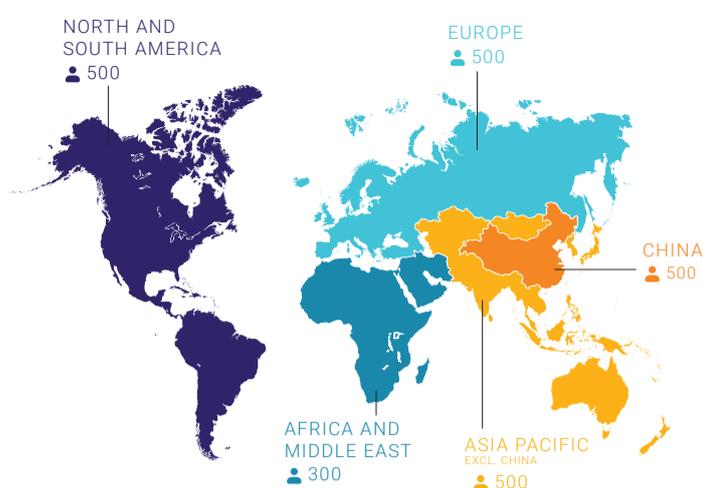


BUSINESS AS USUAL?

Airport research from



JCDecaux Airport



THROUGH M1ND-SET'S SYNDICATED RESEARCH, we surveyed 2,500 international travellers across June 2020, who have:

- Flown at least twice in the last 12 months,
- Visited a travel retail store at least once,
- Are willing to travel by air in the next two years

1 THERE IS A STRONG APPETITE AND EXCITEMENT TO TRAVEL AGAIN SOON, especially from the Business Traveller and Frequent Traveller audiences

79%

WILLING TO FLY INTERNATIONALLY IN THE NEXT 6 MONTHS



TOP PASSENGERS' SENTIMENTS ACROSS THE AIRPORT JOURNEY



Excited



Relaxed



Optimistic

2 THERE HAS BEEN A LIMITED IMPACT ON AIRPORT SHOPPING BEHAVIOUR

84%

WILL VISIT DUTY FREE ON FUTURE TRIPS of which

94%

WILL STILL INTERACT WITH SALES STAFF and (TAKING PRECAUTIONS WHERE REQUIRED)

79%

WILL TEST PRODUCTS

But

38%

WILL CONTINUE PURCHASING BUT SPEND LESS and (ON AVERAGE ACROSS CATEGORIES)

27%

WILL SPEND LESS TIME SHOPPING/ IN DUTY FREE

Therefore,

AIRPORT ADVERTISING COULD PLAY AN EVEN MORE CRUCIAL ROLE IN CONVERTING PASSENGERS TO PURCHASERS

3 AIRPORT ADVERTISING CONTINUES TO IMBUE POSITIVE PERCEPTIONS ON TO BRANDS...

...AND DRIVES ACTION

TOP PERCEPTIONS (ALL RESPONDENTS)



SUCCESSFUL



PROFESSIONAL



TRUSTWORTHY

93%

WILL TAKE ACTION AFTER EXPOSURE TO AIRPORT ADVERTISING*



*Among those who notice airport advertising: 90.4%



Audiences are returning slowly. Their opinions of airports and airport advertising remain mostly unchanged, and it looks like **Business As Usual**.

JCDecaux's airport advertising offer continues to deliver the same exceptional qualities to advertisers, capitalising on passengers' eager mindset to drive positive brand perceptions and actions.

Source: m1nd-set research 2020

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