

Global Shopper

Connections 2



JCDecaux OneWorld
Your world connected

Shopping is an integral part of the travel experience



87%

Like to shop when abroad



51%

of spend on cosmetics is spent at the airport



68%

of spend on high-end fragrances is spent at the airport

Global Shoppers factor in shopping into their travel plans

consider shopping opportunities to decide destination



50%

86%



visit airport stores while in Departures

69%



plan to have more than 1/2 hour for airport shopping

83%

open to influence on brands they buy



Highly receptive to advertising

98%

of those who notice advertising when abroad, use OOH as key source of information as they travel into the city



86%

shop in their destination city



70%

encouraged to visit stores by Airport advertising

