

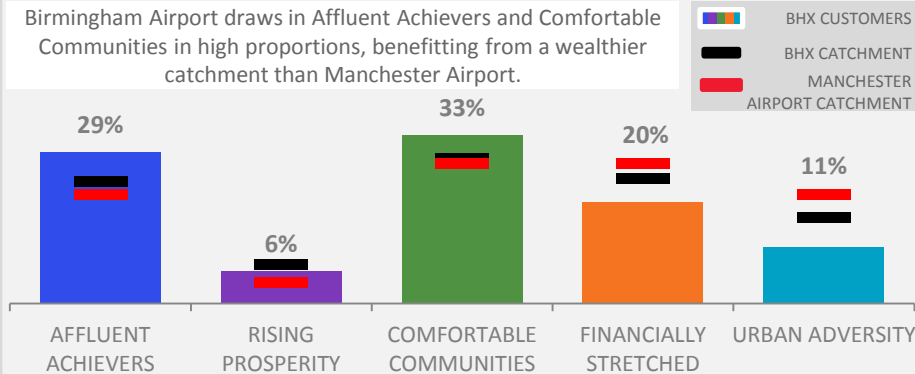
Birmingham Airport provides a strong platform to advertise to both wealthy domestic customers and international visitors.

CENTRE OVERVIEW



AFFLUENT CUSTOMERS

Birmingham Airport draws in Affluent Achievers and Comfortable Communities in high proportions, benefitting from a wealthier catchment than Manchester Airport.



OVERSEAS PASSENGERS:

Birmingham Airport allows marketing to an international customer; 28% of passengers have an overseas home address.



1. IRELAND	21%	2. GERMANY	14%
3. SPAIN (& CANARY ISLANDS)	12%	4. FRANCE	5%

% of international customers

	BIRMINGHAM AIRPORT	MANCHESTER AIRPORT
HOUSEHOLD INCOME	£39.1k	£34.5k
DISPOSABLE INCOME	£17.9k	£16.6k

Reflecting the high level of wealth available at Birmingham Airport, catchment households earn £4.6k more than those in Manchester Airport's catchment.

GEOGRAPHICAL COVERAGE

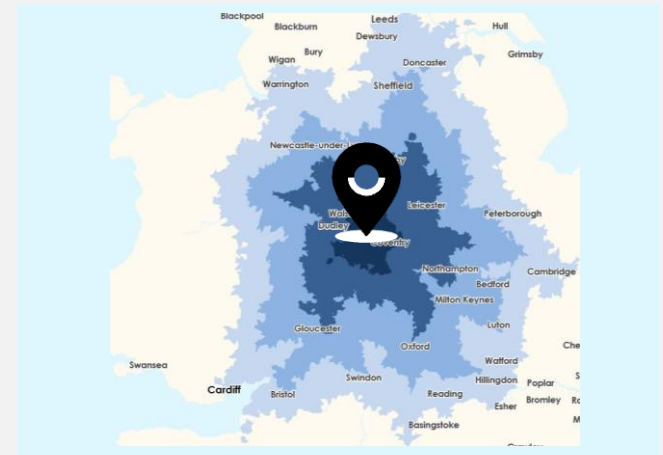
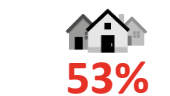
LEISURE USAGE



BUSINESS USAGE



% ABC1 IN THE CATCHMENT



	BIRMINGHAM AIRPORT	MANCHESTER AIRPORT
30 MIN	2.0m	2.5m
60 MIN	7.2m	7.5m
90 MIN	12.5m	12.4m
120 MIN	23.5m	18.5m

Birmingham Airport is at the heart of the UK and sits within a two hour drive of a number of major UK cities. Accordingly, its catchment takes in 23.5m residents, 5m more than is seen for Manchester Airport. The affluence of the catchment is further reflected in an ABC1 figure of 53% (vs. 48% for Manchester Airport). The fact that 81% of journeys are for leisure means that these wealthy customers arrive in a high-spending mentality.