

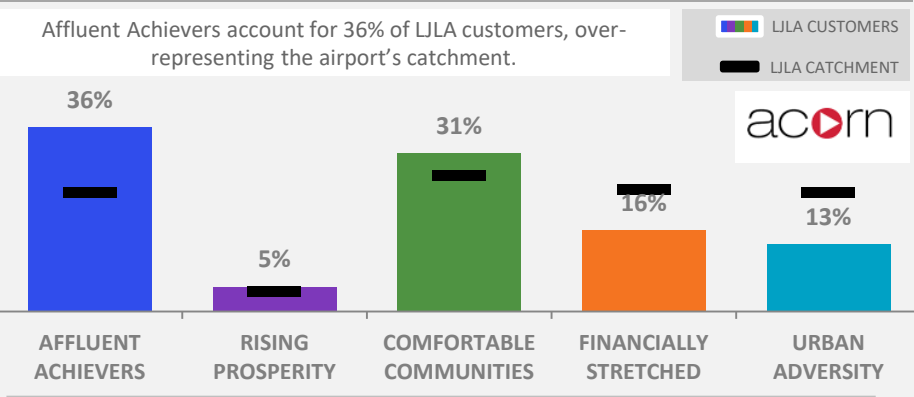


Liverpool John Lennon Airport – an airport with significant passenger growth, serving 4.9 million affluent passengers across North West England and Wales

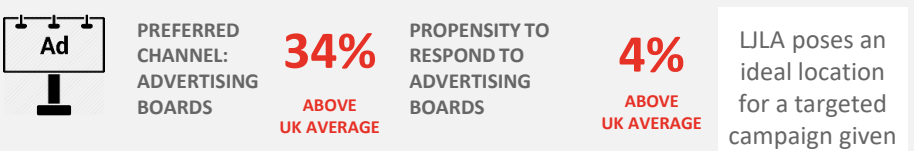
AIRPORT OVERVIEW



AFFLUENT CUSTOMERS



LJLA'S CUSTOMERS' PROPENSITY TO USE MEDIA CHANNELS



	LJLA CUSTOMERS	LJLA CATCHMENT	UK
HOUSEHOLD INCOME	£42k	£35k	£39k
DISPOSABLE INCOME	£21k	£17k	£18k

LJLA poses an ideal location for a targeted campaign given the brand alignment with the affluent customer base with high levels of disposable income versus the UK.

GEOGRAPHICAL COVERAGE

LJLA's catchment is based on customer data, competition and drivetime to the airport. This area encompasses a population of 7.7m, amongst which awareness of LJLA is strong.

- CATCHMENT POPULATION 7.7m**
- MANCHESTER 2.8m
- MERSEYSIDE 1.7m
- LANCASHIRE 1.6m
- WALES 0.9m
- CHESHIRE 0.7m

