

## **PRESS RELEASE: FOR IMMEDIATE PUBLICATION**

19 June 2017

### **Media Global Passenger Study - 2017: A ground-breaking new study delivers profound insights into the consumption patterns, opinions and media habits of nearly 10 million of the world's most frequent and affluent travellers.**

International research consultancy BDRC Group has launched an innovative new study that surveys travellers at their point of purchase through traditional travel agencies, online travel agents (OTAs) and corporate travel management companies (TMCs). With a sample of 16,286 projected to a universe of 9.9 million weekly air travellers, this new technique delivers exceptional data quality, capturing the views of both leisure and business travellers as they make their booking – a method that ensures views, habits and travel motivations are recalled while they are top-of-mind.

The study, made possible with the support of the BBC, Bloomberg Media and CNN, is designed to meet the needs of marketers wanting to reach this valuable travel segment. Measuring the consumption of 120+ media brands spanning all platforms (traditional and digital) and genres including news, sport and entertainment, it delivers unique insight to media agencies, advertisers, national tourism organisations (NTOs), airlines and hotels with the ability to segment both the business and leisure travel market.

#### **Media Consumption Highlights:**

- With this truly international audience, consumption of international media is very high. The BBC, Bloomberg and CNN (the Media GPS sponsors) collectively reach over 64% of travellers in a typical month.
- Amongst consumers of news brands in the past week, 60% agreed that while travelling, international news is “even more important” to them.

#### **Key Business Traveller Highlights:**

- Globally, business travellers took on average nearly 7 international flights and stayed 18 nights in hotels annually.
- Business travellers are mixing business with pleasure, with 40% of business travellers stating that they add extra leisure days on to their business trip.
- For those with budget responsibilities at work, they are on average accountable for corporate spending over US\$1.5 million – a huge opportunity for B2B advertisers.

#### **Key Leisure Traveller Highlights:**

- Leisure travellers took over 3 international trips on average and racked up 13 hotel nights in the past year.
- The average annual household income of the Media GPS traveller is over US\$100,000.
- What's on their minds when flying? 4 in 10 are thinking of tempting new food and drinks to experience. 27% are considering buying gifts for their partner or family – and over a third have paid more than \$2,000 per person for a leisure trip in the past year.

### **Trending Investment and Travel Trends:**

Brexit has dominated the news globally, but there is some good news for the UK in this study. It is the *only* European country in the global top 10 of trending investment destinations (fieldwork all conducted post the Brexit vote). Furthermore, the UK performs particularly strongly amongst first/business class travellers.

### **Countries that are perceived as becoming increasingly attractive for foreign direct investment from overseas.**

Ranked by First/Business Class Travellers	First/ Business Class Travellers	Economy/ Premium Economy Travellers
China	22%	28%
United States	19%	20%
India	15%	18%
United Kingdom	12%	10%
Vietnam	11%	10%
Brazil	9%	9%
United Arab Emirates	5%	9%
Japan	8%	8%
Singapore	8%	8%
Australia	7%	8%

Whilst not in the top 10, Portugal also performs well amongst First/ Business class travellers – fuelled no doubt by Lisbon’s booming tech start up scene. However, overall it is Asian countries that dominate the list, with China, India and Vietnam standing out in 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> positions.

London also does very well amongst First/ Business class passengers when it comes to being a **must-see city** – overtaking Paris.

### **Trending tourist destinations that travellers are “hearing a lot more about”.**

European countries fare better as **tourist destinations** than for business, with four countries in the First/ Business class travellers’ top 10.

Ranked by First/Business Class	First/ Business Class Travellers	Economy/ Premium Economy Travellers
United States	26%	28%
France	18%	22%
Japan	17%	17%
Italy	14%	18%
Thailand	14%	17%
Australia	14%	15%
China	13%	16%
United Kingdom	13%	15%
Spain	12%	14%
Vietnam	9%	9%

Looking at the study as a whole, “*The most startling finding is not how different travellers are from each other, regardless of country of origin, but how similar they are*”, comments **James Myring, BDR Director leading Media GPS**. “*Respondents within the Media GPS sample have much in common: attitudes, wealth, demographics, luxury brands purchased and international media consumed. The data provides concrete evidence that these ‘global citizens’ (who are concentrated in the major international cities) often have more in common with each other than with the broader population in their own countries.*”

**BDRC's Media Director, Anthony Dobson**, comments *"Perceptions matter and in this study there is some (much needed) good news for the UK and London. Amongst this influential audience of frequent air travellers the UK is the only European country in the top 10 of trending investment destinations. It also features in the top 10 of global tourist destinations. London is absolutely integral to the international profile of the U.K and it is seen as a must-see city for international travellers around the world - ahead of Paris, and behind only New York amongst First/ Business Class air travellers."*

For more information: <http://mediagps.com/>

**ENDS**

NOTES TO EDITORS

**For more information please contact:**

Robert Dodds, Marketing Director, BDRC Group

Tel: +44 20 7400 1027

[Robert.dodds@bdrc.co.uk](mailto:Robert.dodds@bdrc.co.uk)

**About BDRC Group**

Launched in London in 1991, BDRC Group is a renowned international consumer insight consultancy, conducting research in over 60 countries, with annual revenues of more than US\$40m. The group's award-winning businesses cover the full range of research services, from data collection through to consultancy. Common to all is the mission to deliver clear insights that place the customer at the heart of our clients' strategic decisions. Clients are typically in B2C service sectors – media, finance, hospitality, travel, tourism and leisure. Media GPS is coordinated across the group's offices in London, Singapore and Washington, D.C.

**About Media Global Passenger Study**

The study includes responses from 16,286 travellers, who have flown with over 200 airlines across the globe. Data collected at their point of purchase through traditional travel agencies, online travel agents (OTAs) and corporate travel management companies (TMCs). The survey captures the views of both leisure and business travellers as they make their booking – a method that ensures views, habits and travel motivations are recalled while they are top-of-mind. Focus on scheduled airline travellers, with many High Net Worth, Mass Affluent and business travellers. Customised reports can be produced for brand owners, media owners and media intermediaries including analysis by region, route, airline and travel class.

Measuring the consumption of 120+ media brands spanning all platforms (traditional and digital) and genres including news, sport and entertainment, it delivers unique insight to media agencies, advertisers, national tourism organisations (NTOs), airlines and hotels with the ability to segment both the business and leisure travel market.