



SMART &
CONNECTED

LEISURE TRAVEL
WORKPLACE

JANUARY 2018





Join the workplace conversation

The workplace brings together an affluent audience of like minded talent, 8+ hours daily, 5 days per week. This familiar environment of people & space creates a real world social network.



Working makes you feel good and more **receptive to advertising.**



Today's workplace is a real life social network, where personal & brand **experiences are shared.**



This environment of social influence ensures the workplace audience **take action** within or around their workplace.





A POSITIVE ENVIRONMENT
FOR **TRAVEL BRANDS**





A POSITIVE ENVIRONMENT FOR **TRAVEL BRANDS**



Agree that **regular holidays** are good.



Agree it is **important** to use **annual leave**.



Agree they are **motivated** and **productive** at work after a holiday.





DESTINATIONS VISITED IN 2017



A FAMILIAR PLACE WHERE
TRAVEL EXPERIENCES MATTER



THE HELICON



A FAMILIAR PLACE WHERE TRAVEL EXPERIENCES MATTER



77%

Shared a holiday experience
with a colleague.



62%

Have been influenced by a
colleague's travel recommendation.



81%

Fly at least **twice a year** for
leisure.

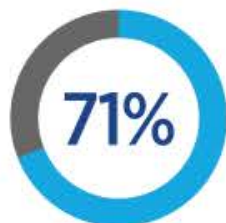




POPULAR HOLIDAY TYPES FOR TRAVELLING



Are **currently planning** their 2018 summer break.



Book their **ski break** 3 months to a year in advance.



Most likely to consider a **beach break** followed by a **city break** for their next holiday.





D



AN AUDIENCE **ACTIVELY LOOKING**
FOR THEIR NEXT LEISURE HOLIDAY





AN AUDIENCE **ACTIVELY LOOKING** FOR THEIR NEXT LEISURE HOLIDAY



Researched and purchased their next holiday **at their workplace.**



Book flights **at work.**



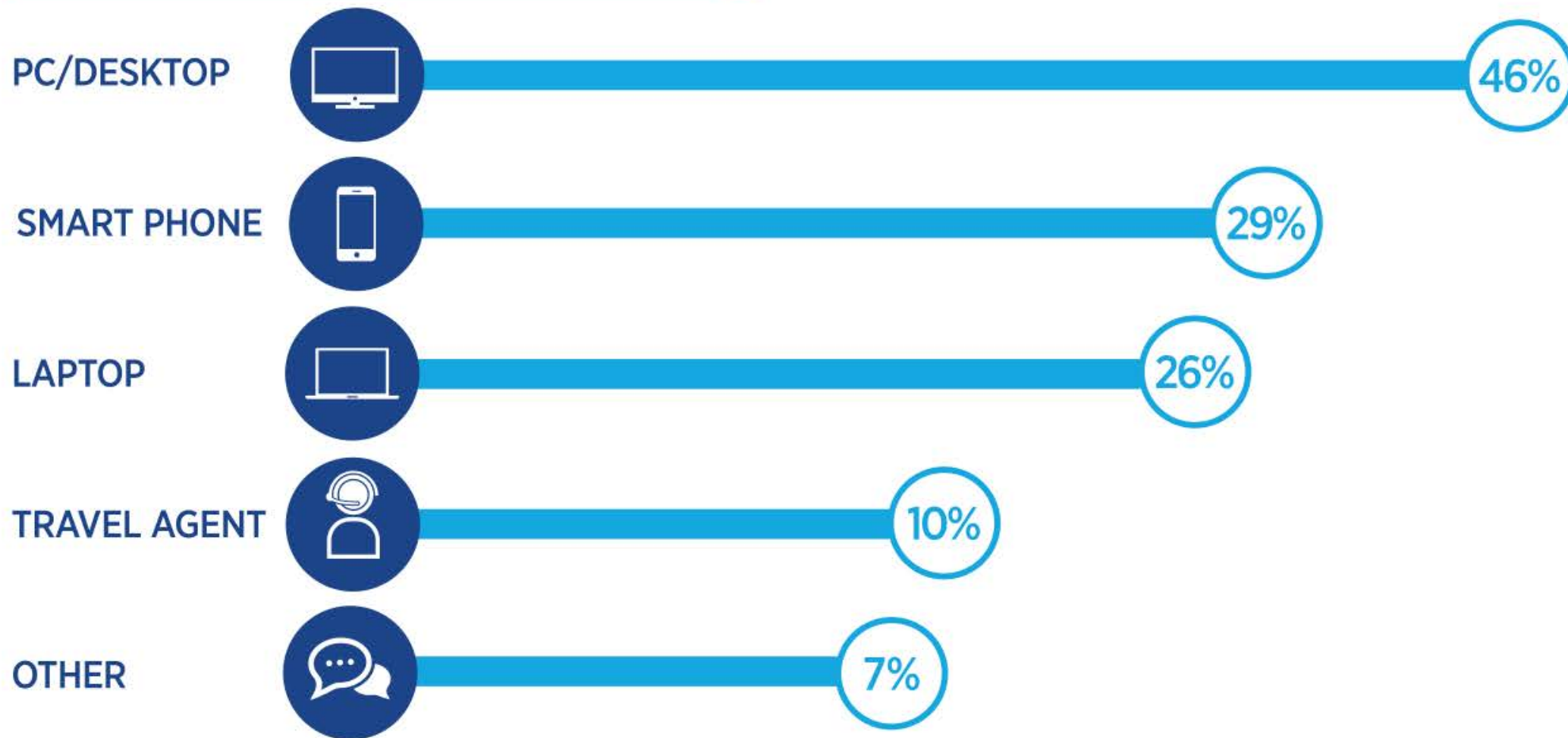
Use **travel comparison websites** when planning their holiday.



WAYS OF PURCHASING HOLIDAYS



● AT WORK / DURING WORK HOURS



POPULAR TRAVEL WEBSITES



POPULAR AIRLINES





Join the workplace conversation

The workplace brings together an affluent audience of like minded talent, 8+ hours daily, 5 days per week. This familiar environment of people & space creates a real world social network.



92% agree **regular holidays** are good for you.



77% share **holiday experiences** with **workplace colleagues**.



65% plan and book their **holidays** in their **workplace**.





2ND FLOOR, 14A St CROSS STREET
LONDON | EC1N 8XA

PH: +44 203 6427609

info@executivechannelnetwork.co.uk

ExecutiveChannelNetwork.co.uk

