



Business & Leisure Travel Media
Travel Technology - Anytime, Anywhere

Frequent Flyer Magazine
AirGuideOnline.com
AirGuide Destination Guides
AirGuideBusiness.com



Reach the Top Leisure & Business Travelers, Anytime, Anywhere

AirGuide Travel Media Network - Audience

We reach top business & leisure travelers with **Frequent Flyer Destinations Magazine**, **AirGuideOnline** and our **Destination Travel Guides & Apps** which are delivered to **440,000 subscribers** and to **30+ million** through our **inflight** and **syndication network** in more than 100 countries in 20+ languages, on all available platforms: **online, mobile and inflight**.
AirGuide for the Frequent Flyer + AirGuideOnline.com & AirGuideAirports.com

Frequent Flyer Destinations Magazine is dedicated to air travel and destinations, designed for frequent flyers, leisure and business travelers and the corporate travel market. The magazine will be distributed to our subscriber list and will be available at the **American, Delta and United Airlines** airport lounges in the US and at London Heathrow + Gatwick and at airports in Germany + Austria, and **inflight on selected airlines flying in Europe, North America and the Middle East**: Air Berlin, Austrian Airlines, Air Dolomiti, Eurowings, Lufthansa, Neos Airlines, Oman Air, Virgin Atlantic, reaching **30+ million travelers yearly** to more than **100 destinations** and staying at Mandarin Oriental, Steigenberger, Redisson Blu, Le Meridien, Intercontinental, Hyatt, Kempinski **Hotels**.

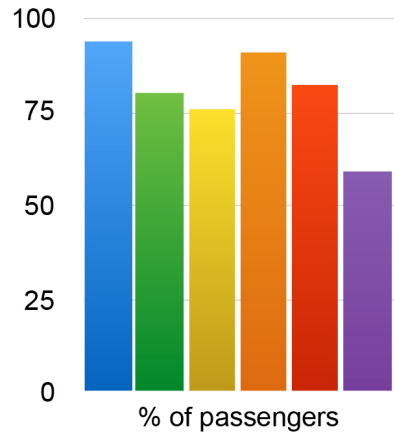
AirGuide Destination Guides - Airport & City. Mobile & IFE guides feature dynamic maps and information displayed with **Point-of Interest POI pop-ups** and **"Blue Dot" Geolocation** Indicator plus search capability, and work on all platforms for the world's most important destinations feature over **400 destinations worldwide, and 40,000+ points of interest**.

Reaching a Captive Audience of Affluent Global Spenders

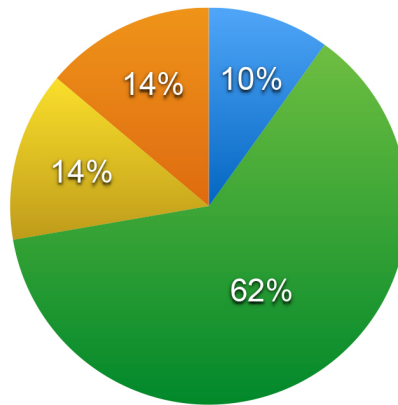
On 150,000 flights a year, up to 3.5 hours flight time
Purpose of travel: 73% for business
94% of passengers travel with their electronic devices
80% wish to stay connected and receive travel offers on the road
91% book flights, 82% book hotels, 59% book car rental online

User Data & Age - Device Usage & Purpose

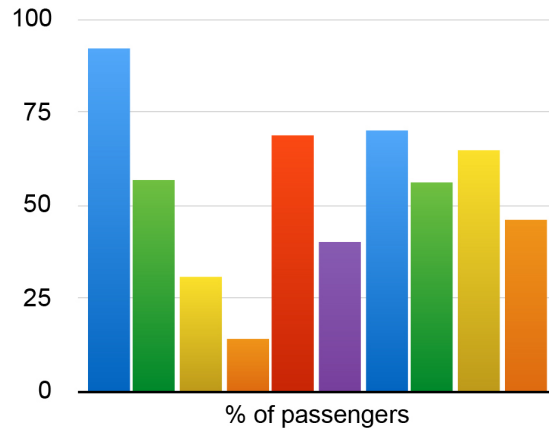
- Passengers traveling with electronic devices
- Receive travel offers
- Travel with Smartphone
- Book flights online
- Book hotels online
- Book car rental online



- Gen Z 18 - 24 years
- Millennials 25 - 44 years
- Gen X 44 - 54 years
- Baby Boomers 55 - 74 years



- Booking travel
- Check-in
- Bag tag
- Bag Drop
- Waiting or at gate
- Airport shopping online
- Boarding
- Inflight
- Inflight entertainment with own device
- Watch Inflight movie





Key Travel Trends

Key Travel Trends for Frequent Business & Leisure Travelers from a recent survey conducted among 1,500 **Frequent Flyer Magazine** readers.

- 43% said they traveled at least 15 times in 2015.
- 83% said they would travel as much or more in 2016.

- 79% percent earned more than 100K frequent flyer miles over the past 12 months.

- 60% said they earned the majority of points by flying.
- 39% earned more miles through credit card purchases.

- 15% of survey participants admitted to padding their expense reports at least once.

- 40% said their companies did not allow stays at non-traditional living accommodations, such as Airbnb.

- 94% booked hotels with the best price.
- 86% booked hotels because of proximity to meetings or conference, trade show.

- 79% booked hotels because of dining options.
- 42% said booked elsewhere if hotel did not have WiFi.

- 15% said they participated in one or more activities they would not otherwise do at home, including: participated in an extramarital affair, experimented with recreational drugs.

Leisure Travel

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- 86% booked hotels because of proximity to attractions
- 79% booked hotels because of dining options

Travel Spending Average

This statistic shows the average travel spend per trip in the United States from 2012 to 2014. In the 12 months leading up to May 2014, U.S. travelers spent an average of 1,364 U.S. dollars per trip.

- Travel Spending Averages
- US \$8,400
- Baby Boomers \$10,600
- Millennials \$5,300

- Frequent Business & Leisure Travelers \$13,640 to 20,460