



Phil Humphreys

Managing Director
Diageo Global Travel & Middle East
(GTME)

Singapore Changi Airport, Sept '09



All Passengers

OF WHICH:

Don't Shop 77%

Browse 12%

Buy 11%

OF WHICH:

Would Buy (But Don't) 67%

Rejectors 33%

More than half of all passengers (52%) don't shop but don't reject

Would Buy
(But Don't) 67%

Why don't passengers shop?

“Disconnected”
27%

“Dismissed”
51%

“Disappointed”
15%

“Distracted”
6%



If half of just the 'Dismissed' and the 'Disconnected' groups became shoppers and then only half of them converted to Buyers....



Dubai Airport Summer Spirits Campaign



Dubai Airport Johnnie Walker F1



Abu Dhabi Airport Johnnie Walker F1





DIAGEO
GLOBAL TRAVEL
AND MIDDLE EAST

Phil Humphreys

Managing Director
Diageo Global Travel & Middle East (GTME)



DIAGEO
GLOBAL TRAVEL
AND MIDDLE EAST

Phil Humphreys

Managing Director
Diageo Global Travel & Middle East (GTME)

Telephone +44 7803 855302