

The passenger: An Evolving Profile

2018

↑ **SKILLED WORKERS**
+23% vol

CONTINUE THEIR
UPWARD CLIMB

3.3m↑
to 4m

from 2017 to 2018

KEY IMPACT FOR RETAIL, F&B AND CAR PARKS

- Skilled workers are more likely to be **dropped off** than use a car park.
- They are **price conscious** and have a budget in mind.
- High end brands are not as attractive to this group.



↑ **NORTH AMERICAN**
+19% vol

PASSENGERS
ON THE RISE

38%
Are 50+ yrs olds

50%
Travel as a
main holiday

↑ Skilled workers
now
25%
share of North
American pax,
up from
16% in 2017



+5
DAP has 5 new
routes to North
America for 2019

Good news for retail, North
Americans **spend more** than other
pax. Buying in categories like
alcohol¹ and souvenirs.

2018

The US **economy** was on a high.
Performance in passenger's
home economy will affect buying
behaviour here.

↑ **OLDER NOT OLD!**
+15% vol

50-64YR PASSENGERS
ARE ON THE UP

More people in the 50-64yr age
group are travelling through DAP.

THIS AGE GROUP LIKE
TO SHOP
1 in 3

ARE TRUE SHOPPERS²

More likely to buy perfume &
cosmetics than other age groups.
More likely to use a car park
than other age groups.

1 in 5
TRAVEL FOR BUSINESS
Attractive for DATS products
like Airport Club and Fast Track.



↑ **TRANSFER ON HIGH**
+18% vol

1.8M TRANSFER
PASSENGERS 2018

Transfer passengers are up
3 years in ↑
a row

OUR NEW
TRANSFER FACILITY

offers one of the most efficient journeys
anywhere, supporting transfer growth.

2 in 3 
Transfers are
North American residents

Transfer passengers from
GB/Europe are less likely
to recommend transferring
through DAP - need to ensure
this group have quick and easy
access to essential facilities.

KEY FACILITIES NEEDED:

- Easy access to washrooms
- Reliable WiFi
- Charging points

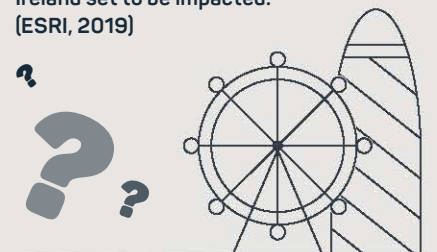
Brexit

THE QUESTIONS CONTINUE

The ESRI found that the Irish economy
will be hit harder by Brexit than any
other EU state. Short term impact
is dependent on how smooth the
transition is.

IMPACT ON OUR PASSENGERS

- Pax could limit their travel reducing "extra"
short breaks due to caution over economy.
- Potential impact on our **skilled workers**,
with construction in south and east of
Ireland set to be impacted.
(ESRI, 2019)



↑ **JUST HOW MUCH HAVE
SKILLED WORKERS GROWN?**

4m
Skilled workers

