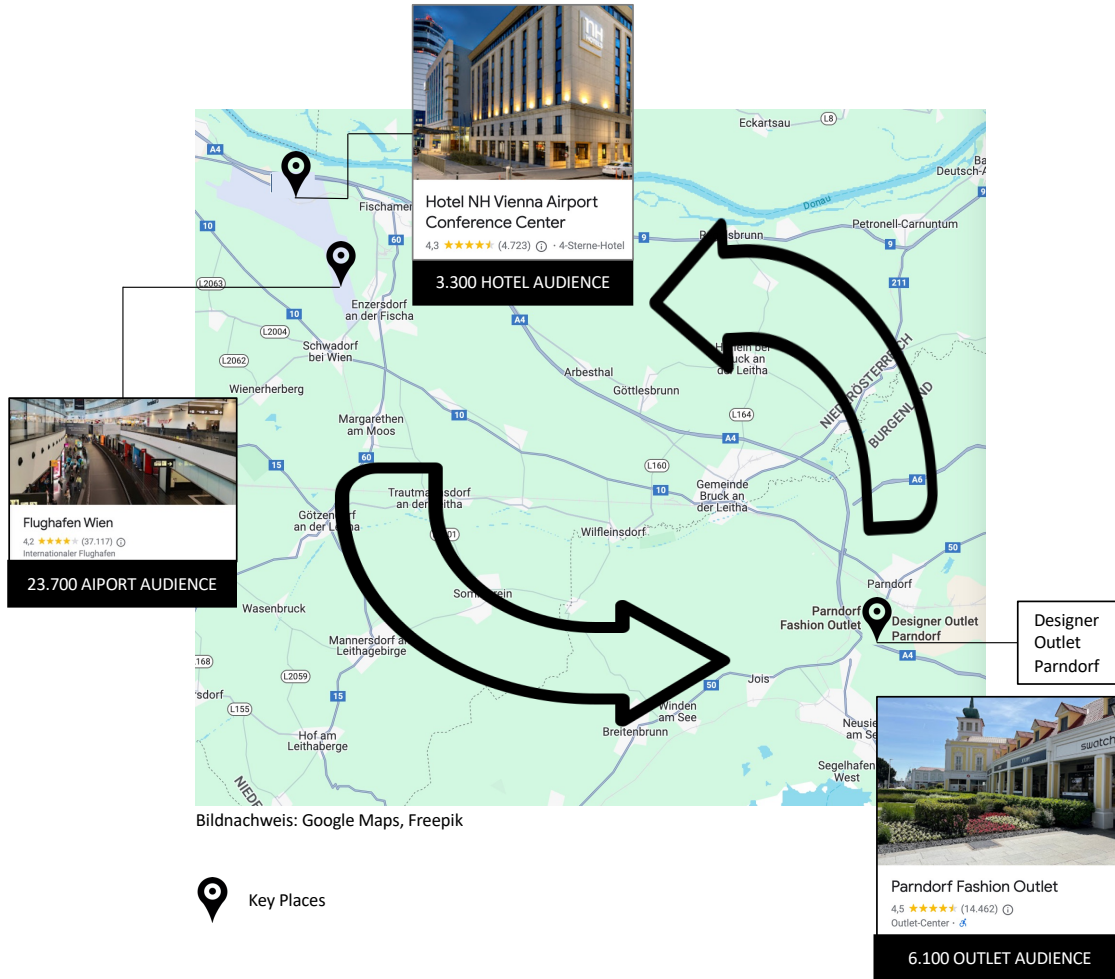


SMALL DATA ANALYSIS APPLIED

SHARED LIFESTYLES – VIE AIRPORT, nh HOTEL, PARNDORF FASHION OUTLET



RETAIL & HOTEL & TRAVEL	LOC	Affinity Numbers	
		Minimum	Maximum
NH Vienna Airport Conference Center	CC	2.800	3.300
Shopping (Retail)	CC	53,57 %	51,52 %
Sports (sports)	CC	78,57 %	75,76 %
Entertainment (leisure)	CC	85,71 %	84,85 %
Vienna International Airport	Airport	20.200	23.700
Frequent Travelers	Airport	35,64 %	35,44 %
Frequent international travelers	Airport	30,69 %	30,80 %
Shopping (Retail)	Airport	53,96 %	54,01 %
Sports (sports)	Airport	79,70 %	79,75 %
Entertainment (leisure)	Airport	86,63 %	86,92 %
Parndorf Fashion Outlet	Outlet	7.400	8.700
Frequent Travelers	Outlet	35,14 %	34,48 %
Frequent international travelers	Outlet	28,38 %	27,59 %
Hotels (lodging)	Outlet	41,89 %	42,53 %

CC - NH Vienna Airport Conference Center
 Airport - International Airport Vienna
 LOC - Location

Affinity is an expression for a stronger emotional relationship towards a place. If people show affinity towards, e.g., a place or an activity, they are more dedicated.

Measuring the **lifestyle of audiences** near your retail outlets allows you to conquer new marketing opportunities and make additional profits. - Each Airport, each venue, and each hotel shuffles in people with a potential interest in shopping. Lifestyle affinities allow you to discover synergies that are capable of boosting your sales efforts.

Since some visitors will stay at the hotels or conference centers at the traveler's destination, all of those can be targeted as prospects of the retail outlets. Traceable audiences can further be used to track down brands that would be a good fit for Parndorf as well, but are not yet present there.