



on train media

Travel inspiration from Traincards

Traincards reach 7.1 million affluent, connected and influential rail users every four weeks.

They're the only commercial message accompanying consumers throughout their train journey, and they're proven to deliver engagement and activation. Traincards mean **travel brands can own the journey**.



Traincards reach travel fans

Regular commuters are regular online researchers of travel information, both on and off the train.

66% have **researched** holidays or flights on their connected device while travelling by train, while **33%** have actually **booked or bought** a holiday or flight on-device in the same location.

Almost half of all commuters **book their holidays online** - 27% above the average.

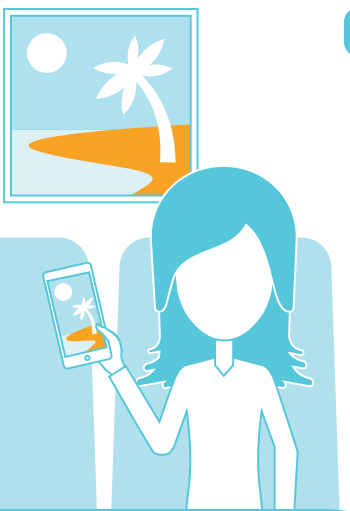
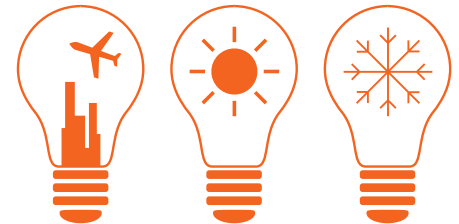
Those who browse and buy from travel websites on the train are also more likely than average to say they **notice on-train ads**.



On-train audience is right for travel temptation

Rail travellers are 46% more likely to take **eight or more trips abroad** every year. They're **big holiday spenders** too, with breaks costing 7% above average. 10% will spend over £3,000 on a trip away.

58% have flown for business or leisure in the last twelve months, and 62% have stayed in a hotel over the same time period.



Traincards inspire travel planning

43% of commuters don't have any holiday destinations in mind, and are **waiting to be inspired**.

They're 51% more likely to plan holidays less than two weeks in advance, and 28% more likely to plan short breaks less than two weeks in advance.



We'd love to talk Traincards and travel brands with you. Get in touch to find out more:

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