

AIRPORT LOUNGES

About MOVE | MOVE Metrics

- MOVE is Australia’s most comprehensive Out of Home (OOH) measurement system, covering 180,000+ signs nationwide. It delivers weekly insights across 52 weeks, factoring in seasonal variation and 180+ demographic profiles, including interstate and international visitors.
- MOVE measures a sign’s viewability (Realistic Opportunity to See), applies an attention filter to identify those who actually look (Visibility Adjusted Contacts), and quantifies the impact of signs on memory and emotion (Neuro Impact Factor).
- MOVE measures audiences across 35 airports, tracking both international and domestic travellers from entry through security, lounges, and gates. It captures complete passenger movement and seasonal travel patterns to provide accurate audience exposure.
- MOVE pinpoints lounge audiences with precision. It starts by identifying travellers flying with airlines that provide lounge access, then segments them by travel frequency to distinguish likely Gold and Platinum members. It also captures guests, Silver members with complimentary passes, and credit-card-based lounge entitlements. All lounge visitation patterns are grounded in real airline data, giving you an accurate view of who’s in these high-value spaces.



oOh! offers access to business travellers in premium, habitual high-dwell airport lounges through our exclusive partnership with Qantas.

oOh! offers brands national access to 18 lounges through Club, Business and Chairman’s lounges in every Qantas port, engaging influential audiences across B2B and B2C categories.

For the first time, brands can now plan and measure these audiences with MOVE.

Format Insights | Weekly Reach

93K people
across Australia

75K
of people in metro

22K
of people in regional

93K
of people reached by
Digital (63 signs)

34K
of people reached by
Classic (3 signs)

An Airport Lounge sign has an average of

11,351
contacts
per week*



* Based on data from 27 July to 3 August 2025.

* Audience figures are based on Australians aged 14+ and Visibility Adjusted Contacts (VAC).

Did You Know?

- Manager and Professionals (OG1) go on out of market business trips **78%** more than the baseline.
- People earning over \$156,000 make Out of Market (OOM) business trips over **3.5x** more than the average person.
- More than **3 in 5** people on a business trip drive themselves to the airport.
- Australians aged 25-54 make up **58%** of Airport Lounge audiences, with **70%** of them being male. Of this, **50%** earn over \$104k.