

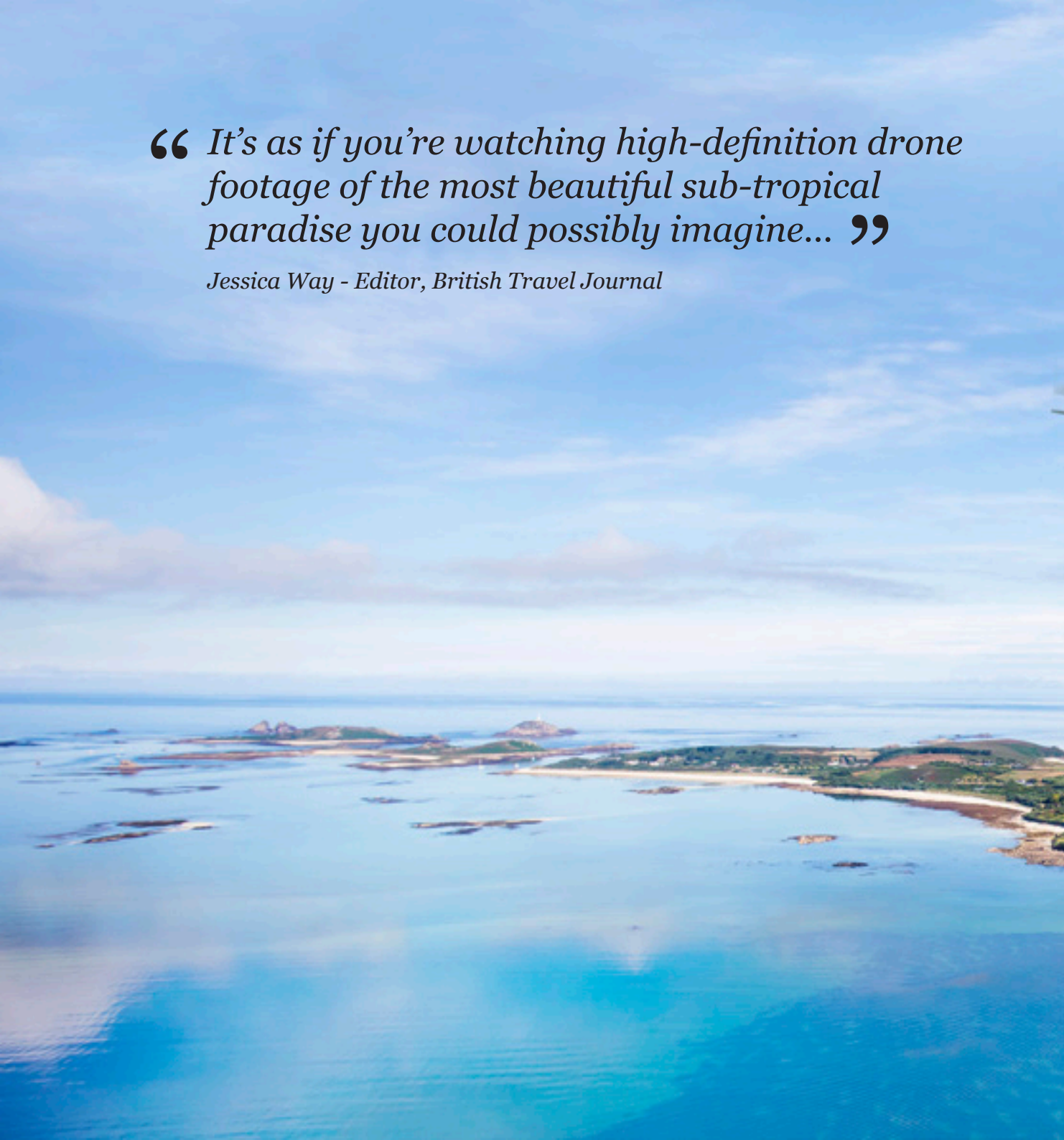
Penzance
HELICOPTERS

Flying to Tresco and St Mary's
Isles of Scilly



2021 Advertising Media Pack

Help your brand take off with tens of thousands of Isles of Scilly visitors each year



“ It’s as if you’re watching high-definition drone footage of the most beautiful sub-tropical paradise you could possibly imagine... ”

Jessica Way - Editor, British Travel Journal

About Penzance Helicopters

Penzance Helicopters offers the only direct flight from Penzance to Treco and St Mary’s on the Isles of Scilly.

Each year, we expect around 35,000 passengers* to fly with us on their journey to the Isles of Scilly, flying from our new, purpose-built heliport on the outskirts of Penzance – the gateway to the Isles of Scilly.

Passengers fly aboard the state-of-the-art AW139 helicopter, enjoying mesmerising views of the Cornish coastline and the approaching islands – the perfect start to their Isles of Scilly adventure.

We offer a resilient and reliable service for visitors and islanders throughout the year, with up to 15 flights per day, 6 days a week.

We offer your business a unique opportunity to reach a highly-targeted, affluent and captive audience...

*A unique
opportunity to
get your business in
front of an affluent
audience of around
35,000 passengers
every year*

* Passenger numbers estimated due to impact of COVID-19 during first year of operation

Our Passengers

We can get your brand in front of a uniquely relevant, targeted and affluent captive audience of around 35,000 passengers every year.

Our passengers are **affluent individuals** from the wider **South West, London, the home counties** and beyond.

Around two thirds of our passengers fly to Tresco, where summer cottage rental can cost up to £10,000 per week.

We also welcome a diverse range of passengers staying across the five islands, from **adventurous solo travellers** to **affluent professional couples** and **aspirational families** looking forward to a relaxing holiday, and **active empty-nesters** with a great loyalty to the destination.

What our passengers all have in common is a desire for products and services that will enhance their time on the islands – and their lives back home...

- Local food, drink, shopping & activities on the islands to enjoy during their holiday
- Accommodation on the islands to inspire future trips
- Destinations & experiences across the South West to inspire future trips
- Spa, wellness & beauty
- Gardening, walking & outdoor pursuits
- Arts, crafts, gifts & homeware
- Interior decor, home furnishings & property





Our Advertising Screens

We offer two 49" screens – one at Penzance Heliport and one at Tresco Heliport.

These screens display a variety of content, including useful passenger information and island inspiration, not just advertising, meaning the screens are highly engaging.

Being located in the departure lounge, the screens are also eye-catching to a captive audience waiting for their flight – the perfect opportunity to make holiday plans.

Advert spec: 1920px wide x 1080px high, supplied as a JPEG file, under 1mb in file size. Please keep adverts simple and text large, as screens may be viewed from a distance. You can have different adverts displayed on each screen.

Design: We can design your advert – please ask for details.

Annual Cost: £250 per screen, or both screens for £450

Notes: Adverts will run for 12 months. There is no cost for up to three advert changes per year (for example, seasonal promotions). Additional changes may incur a small charge.

To ensure visibility adverts are limited in number, so to reserve your space or for further information, please email pzmarketing@sloanehelicopters.com

The right to decline or omit any advertisement is reserved and all copy is subject to approval. Advertisements are accepted on the condition that they do not contravene the Trade Descriptions Act or any other relevant laws. Any specialist requirement must be stated in writing at the time of booking. Exclusivity is not offered in any form.