

A woman with long dark hair is surfing on a green wave. She is wearing a pink and yellow floral long-sleeved swimsuit. The background is a lush tropical forest with many palm trees. Water is splashing around the surfer.

# Introducing SUITCASE AFAR

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**The award-winning U.K.-based travel brand that inspires thoughtful global exploration through beautiful storytelling.**

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Now part of the Afar portfolio, Suitcase brings a distinct European perspective and cultural depth to complement Afar's global travel expertise. Suitcase reaches an affluent, young, experience-led audience that blends cultural fluency with refined taste and a deep sense of adventure. Through Suitcase's premium channels—including email, social, website, and events—partners have access to a uniquely discerning international audience based in the U.K. and across the world.

4MM+ monthly impressions  
2:40 average session  
340K+ social following  
50K+ email subscribers



# SUITCASE



## Audience Profile

### Demographics:

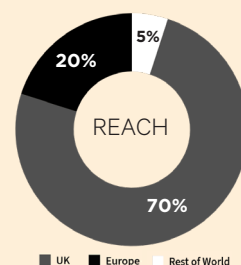
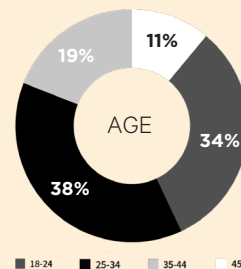
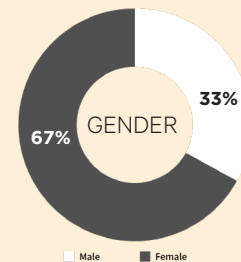
£160K+ (\$216K+) average HHI  
75% UK, 20% Europe, 5% Rest of World  
72% aged 18-34  
72% university educated  
60% dual income, no kids (DINKs)  
Take 10+ trips per year

### Psychographics:

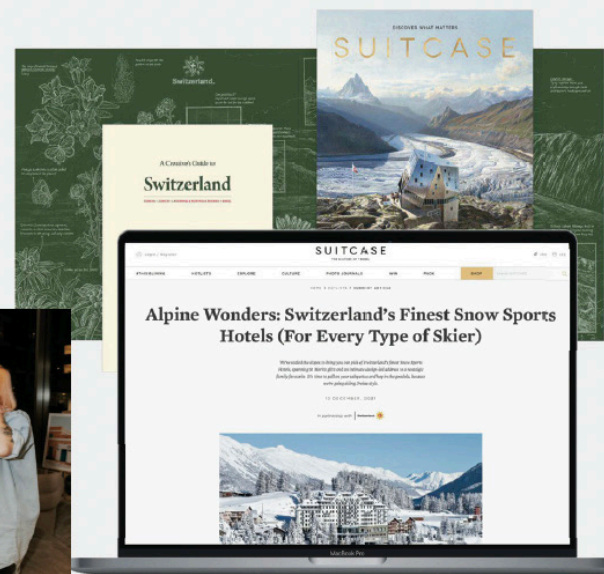
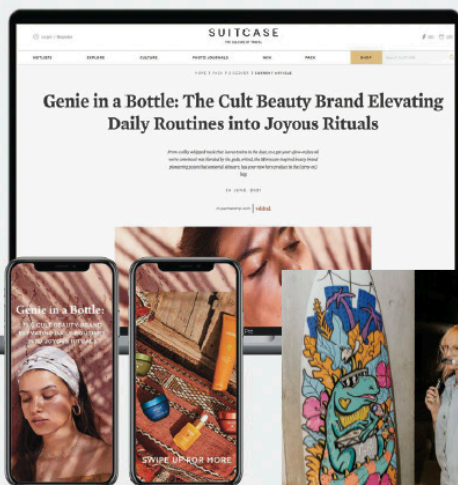
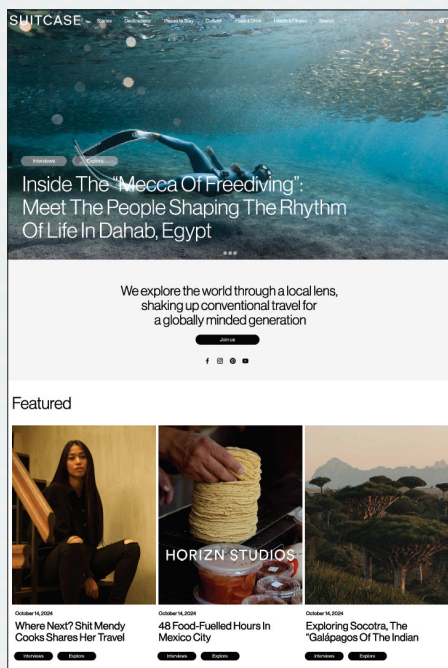
Multilingual and globally minded  
Design and culture enthusiasts  
Environmentally conscious consumers  
Quality-first mindset

### Travel Behaviors:

Stay at design-led and boutique luxury hotels  
Dine at chef-driven restaurants  
Attend art fairs and cultural events  
Seek authentic, meaningful experiences  
Value sustainability and local impact



# SUITCASE



## Partnership Opportunities

### Digital Sponsorships:

Branded content integration  
Site takeovers

### Email:

Newsletter sponsorships  
Promotional email campaigns

### Social:

Instagram posts and Stories  
Facebook storytelling and amplification  
Video content creation and distribution  
Talent collaborations

### Events:

Exclusive consumer events  
Trade activations

### Custom Solutions:

Bespoke content creation  
Custom Afar and Suitcase collabs