



Introducing

SUITCASE

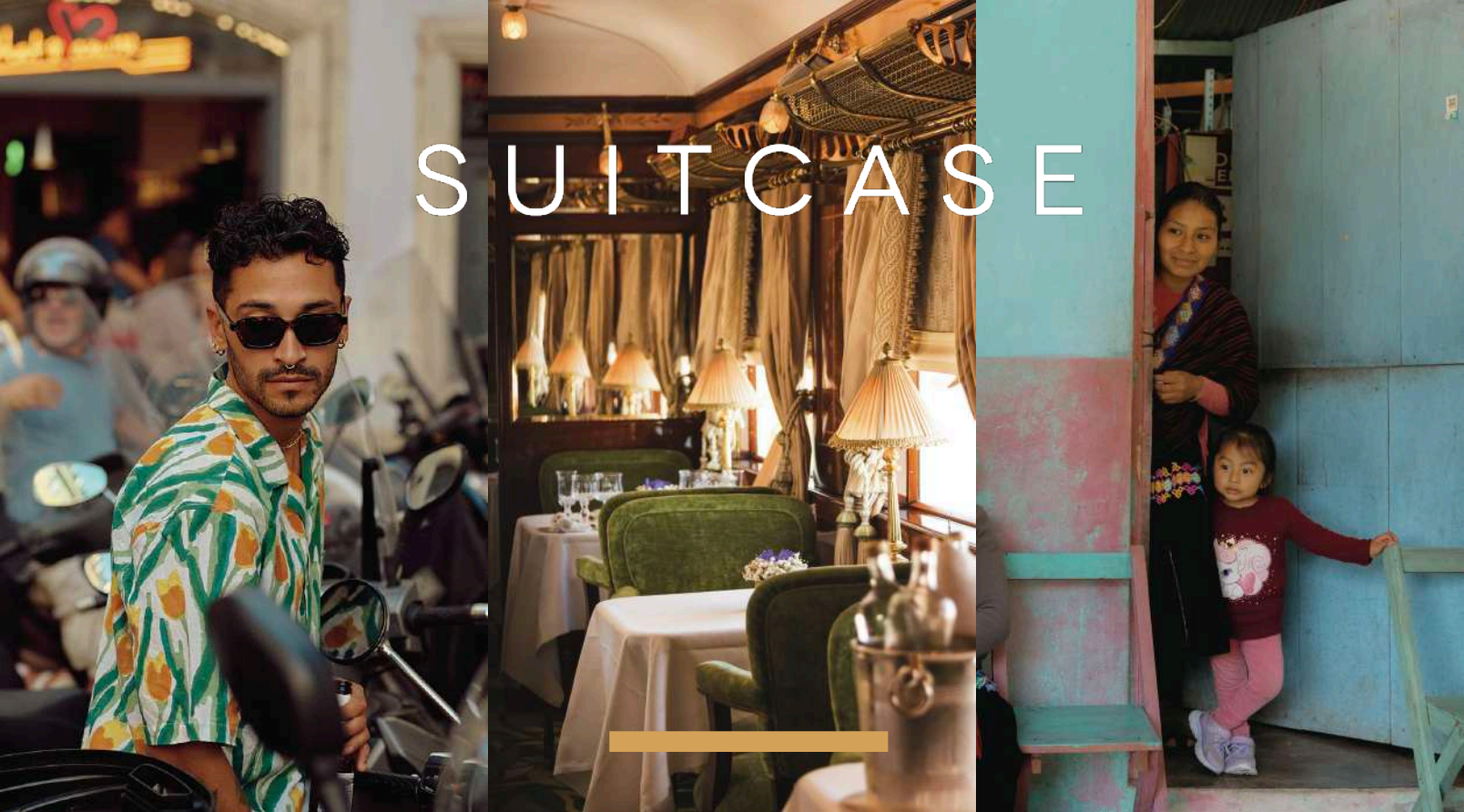
AFAR

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

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:

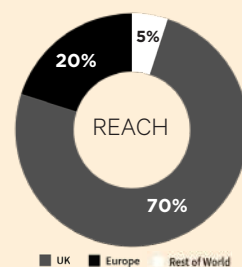
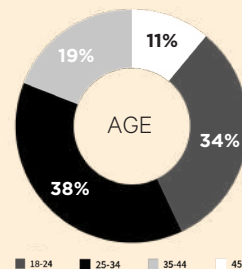
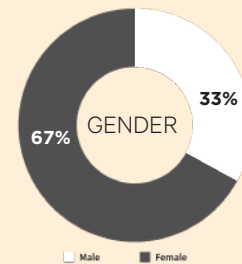
£160K+ (\$216K+) average HHI
75% UK, 20% Europe, 5% Rest of World
72% aged 18-34
72% university educated
60% dual income, no kids (DINKs)
Take 10+ trips per year

Psychographics:

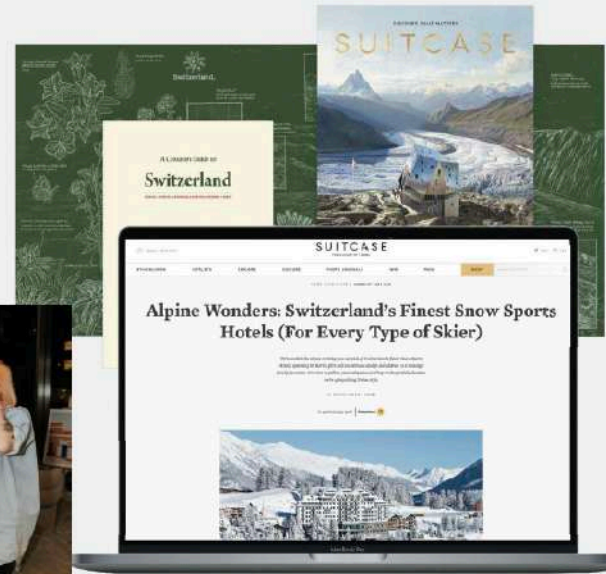
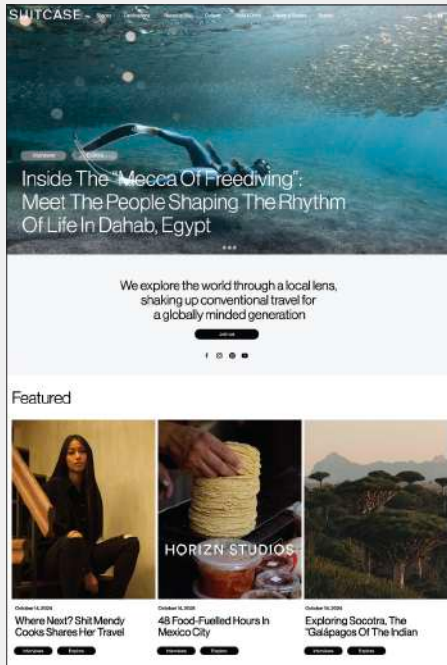
Multilingual and globally minded
Design and culture enthusiasts
Environmentally conscious consumers
Quality-first mindset

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