

Kings Cross

Key facts

- ❖ Over 40 million people yearly - one of the highest footfall destinations in the country
- ❖ 29% who use Kings Cross visit family/friends and are very receptive to tourism print
- ❖ Millions of affluent business travellers and commuters are ABC1 demographic
- ❖ A central location, especially within London's tourist hotspots. Its underground station intersects with 4 key underground lines
- ❖ The London terminus for the East Coast main line takes passengers as far as Leeds, York, Newcastle and even Scotland
- ❖ The home of First Capital Connect, which operates trains between London, Brighton, Bedford, Peterborough, Cambridge and King's Lynn over the UK's busiest rail network
- ❖ Next to St Pancras International - exposure to large volumes of European tourists is inevitable – and it will be their primary source of print



Take One facts

- ❖ Take One's stands are serviced weekly, ensuring your leaflet supply never runs out
- ❖ 'Wait' time on the station concourse before trains arrive is a key 'point of interest moment' for the captive audience
- ❖ Leaflets in their 'take away' format means that people can read them whilst on their journey and will take the information home
- ❖ Multi million pound re-development of the existing concourse will increase capacity and subsequently footfall at the stands