

Farnborough Airport and Edmiston launch the largest ever air-side advertisement with a fully immersive guest experience



The first of its kind in the UK private aviation space

11 May 2022...// Europe's leading private aviation airport, [Farnborough Airport](#), and esteemed yacht brokerage company, [Edmiston](#), have created a first-of-its-kind collaboration with the largest ever air-side advertisement on the airport's radar tower as part of a new fully immersive guest experience. From this week, passengers will find the award-winning terminal's welcome wall and customer service vehicles featuring Edmiston's iconic red branding, a newly designed *Edmiston Lounge*, and in July, the terminal's 18m high air-side radar tower will showcase the Edmiston branding.

When travelling through the newly designed *Edmiston Lounge* guests will experience a fully bespoke design, filled with rich fabrics and furniture paired with Edmiston photography, a travel library, works of art, and yacht models. In July, on moving airside, Edmiston's creative branding placement will wrap two sides of the airport's radar tower. The banner scales 18m high and 18m wide, making it the largest ever air-side advertisement in a UK airport.

Simon Geere, CEO of Farnborough Airport, says: *"We believe there is great brand synergy between Farnborough Airport and Edmiston in offering exceptional service and unique premium travel experiences. We are delighted to launch our collaboration with Edmiston, and we look forward to welcoming clients travelling through our airport as they await their departure."*

Jamie Edmiston, Chief Executive of Edmiston, says: *"Guests travelling through Farnborough Airport can now experience a slice of the Edmiston lifestyle whilst waiting for their flight. We will offer them the greatest service and comfort when using the jet terminal, much as they would receive on one of our yachts, providing a completely seamless service from sky to sea."*

The creative branding sees the very best of private travel brands coming together to offer guests an immersive experience by adding extra touch points throughout the customer journey. The new experience is part of a wider development plan at Farnborough Airport including a £35million hangar investment and the introduction of SAF (Sustainable Aviation Fuel) and HVO fuel (Hydrotreated Vegetable Oil) to reduce both flying and onsite emissions.

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For images of the Farnborough Airport and Edmiston collaboration, please visit [here](#).

For more information, please contact Clare Buchanan, Ellen Christophers and Camilla Horner at Grifco PR at farnboroughairport@grifcopr.com.

About Farnborough Airport: Farnborough Airport is Europe's leading private jet airport, the home of British aviation and the first business aviation airport to achieve carbon neutrality. The most modern airport of its kind, Farnborough Airport offers five-star service, exclusivity, and privacy within easy reach of London, making it the premium choice for those looking to travel safely, flexibly, and efficiently. With health and wellbeing more important than ever, private jet travel is fast becoming a preferred option for those wishing to travel in both style and safety. From the moment passengers arrive at Farnborough, they can expect exceptional service at every point in their journey through the airport, including a dedicated concierge service on hand for every need. The award-winning terminal offers multiple lounges, private meeting rooms, refreshments and even gaming consoles to keep younger travellers entertained. Passengers can also travel with their dogs or cats as Farnborough offers a Pet Travel Scheme with an on-site vet to allow beloved companions to travel safely around the world.

About Simon Geere: Simon joined Farnborough Airport from Macquarie Infrastructure and Real Assets (MIRA), bringing with him a wealth of experience, with over 25 years in aviation and airport leadership roles. Formerly holding both board positions and senior roles across several UK and European Airports, Simon is also currently a board member of Aberdeen, Glasgow and Southampton Airports, in addition to Farnborough Airport. Originally setting out to be an architect, Simon changed course and undertook a degree in Transport Studies which introduced him to his now long-standing career in aviation. He started at BAA plc in 1994, later joining London Luton Airport as General Manager Aviation and then Business Development Director, responsible for the airport's revenue generating projects. Joining MIRA in 2002, Simon took charge of driving operational performance across the European airport portfolio whilst steering the business through the many challenges faced by the aviation sector in the past 20 years.

Edmiston: The Business of yachting

About Edmiston: The most recognisable brand in the yachting world; Edmiston is one of the worlds most successful and respected yacht brokerage companies. With offices in London, Monaco, New York, Newport and Mexico City, Edmiston is a company synonymous with revolutionising yacht marketing. The company has been involved in some of the most important yacht sales, charter and new construction transactions of the last 20 years; and continues to inject innovation and energy into every one of its activities. Founded by Chairman Nicholas Edmiston in 1996, the company is today headed by Jamie Edmiston who has been Chief Executive since 2014.

About Jamie Edmiston: One of the most recognisable faces in the yacht business, Jamie joined his father's business in 2001 following an early career in strategic brand development. The architect of the distinctive Edmiston identity he worked initially in London. He then then to the United States to establish the Edmiston name before returning to Europe. In 2011 Jamie had a brief hiatus from yachting, leading the successful takeover and revival of the British luxury brand LINLEY. He returned to Edmiston as Chief Executive in the Autumn of 2014. Well known as an innovator and visionary, he is also one of the most proactive and successful deal makers in the industry, being responsible for putting together some of the largest and most complex deals of this decade.