



Ciao Travel

! More than 1 million page impressions and over 424.000 unique visitors.*

! 55% of users prefer to find information about their destination on the internet.**

*Omniture Site Catalyst, status February 2010
**Online user survey on ciao.co.uk, March 2010

Gender

Male	44%
Female	56%

Age

Up to 19 years	9%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	35%

Current occupation

Employee	27%
Manager	9%
Self-employed / freelancer	18%
Still at school / trainee / student	16%
Other (e.g. housewife, pensioner)	30%

Total annual net income

£45.000 and over	13%
£35.000 to £44.999	16%
£25.000 to £34.999	16%
£15.000 to £24.999	30%
Less than £15.000	25%

Does advertising in this category influence your brand or purchase decisions?

Yes	54%
No	46%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	46%
No	54%

Have you ever booked any travel services online (e.g. flights, hotels, cars)?

Yes	78%
No	22%

How do you usually find information about your destination before travelling?

Internet	55%
Family and friends	25%
Travel agencies	20%

How often do you travel?

More than twice a year	32%
Twice a year	30%
Once a year	21%
Less than once a year	17%

What kind of travel services have you booked online until now?
(more than one answer possible)

Flights	84%
Hotels	69%
Rail tickets	45%
Last minute deals	41%
Car rental	35%
All-inclusive tours	30%