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Ciao Travel

! More than 1.0 million page impressions and over 400.000 unique visitors.*

*Omniure Site Catalyst, status March 2009

Gender

| | |
|--------|-----|
| Male | 57% |
| Female | 43% |

Age

| | |
|----------------|-----|
| Up to 19 years | 11% |
| 20-29 years | 31% |
| 30-39 years | 17% |
| 40-49 years | 17% |
| Over 50 years | 24% |

Current occupation

| | |
|--|-----|
| Employee | 35% |
| Manager | 12% |
| Self-employed / freelance work | 14% |
| Still at school / in vocational training / student | 15% |
| Others (e.g. housewife, pensioner) | 24% |

Total annual net income

| | |
|--------------------|-----|
| £45,000 or over | 20% |
| £35,000 to £44,999 | 14% |
| £25,000 to £34,999 | 18% |
| £15,000 to £24,999 | 25% |
| Less than £15,000 | 23% |

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

| | |
|-----|-----|
| Yes | 90% |
| No | 10% |

What kind of travel services have you booked online until now?

(more than one answer possible)

| | |
|---------|-----|
| Flights | 90% |
| Hotels | 79% |

Source: Online user survey on ciao.co.uk, March 2009

| | |
|---------------------|-----|
| All-inclusive tours | 25% |
| Last minute deals | 48% |
| Car rental | 15% |
| Rail tickets | 15% |

How often do you travel?

| | |
|------------------------|-----|
| More than twice a year | 47% |
| Twice a year | 24% |
| Once a year | 18% |
| Less than once a year | 11% |

Average spending on travelling services in the internet per year

| | |
|------------------|-----|
| More than £1,500 | 23% |
| £1,000 to £1,499 | 19% |
| £750 to £999 | 18% |
| £500 to £749 | 20% |
| Less than £500 | 20% |

Travelling with ...

(more than one answer possible)

| | |
|---------|-----|
| Partner | 55% |
| Family | 54% |
| Friends | 21% |
| Alone | 15% |

How do you usually inform yourself before travelling?

| | |
|--------------------|-----|
| Travel agency | 9% |
| Family and friends | 16% |
| Internet | 75% |

! 90% of the users of the Ciao category "Travel" have already booked travel services online.