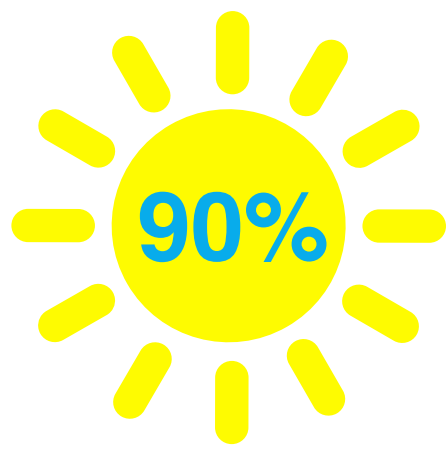
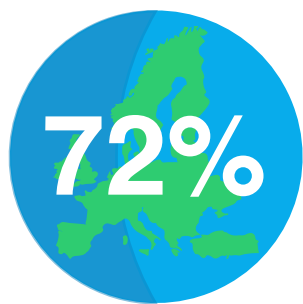


276 travellers, from 20 to 70 years of age



go on holiday abroad
at least once a year



holiday in
Europe

Most popular
DESTINATIONS



Spain



France



Italy

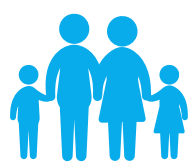


Germany

65%

✈ ✈ ✈ ✈ ✈ ✈ ✈ ✈ ✈
take multiple holidays abroad each year

The majority travel with...



Family



Partner



Friends

But



the solo market
is growing

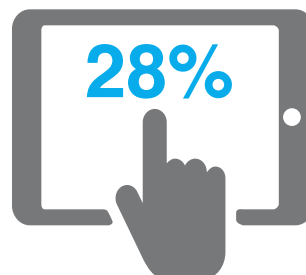
20% have
holidays alone



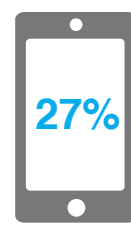
People prefer to search for flights from
their laptop rather than from tablet or mobile



45%



28%



27%

They prefer to book their flights
direct from the airline

67% DIRECT

33% through
third party



Most popular
TRAVEL SITES



Expedia

easyJet

lastminute.com

RYANAIR

skyscanner

Most popular
AIRLINES

easyJet

RYANAIR

BRITISH AIRWAYS

Monarch



People are searching for
experiences when travelling



not just destinations!



keep it usable