



1.49 milion. Unique Users/ March 2016 | 7,10 million page impressions | 3,45 million visits

**opodo.de** is an independent, low cost online travel service for individuals, all expense tours or business travelers. The company provides flights from 750 airlines, as well as accommodation in more than 200,000 hotels, city breaks, holiday packages and last minute travel, a worldwide car rental fleet at 7,000 locations, cruises and comprehensive travel insurance.

### Quality pays off

Travel websites, proportion of users with a high educational level\*



Composition Characteristics	Share	Index
20-49 years old	72%	159
High educational level*	55%	177
Will book hotel accommodation or holiday travel within the next 12 months (definitely/maybe)	69%	126
Bought on the Internet: hotel accommodation or holiday trip	49%	161
Personal net income > €2,000	43%	145