



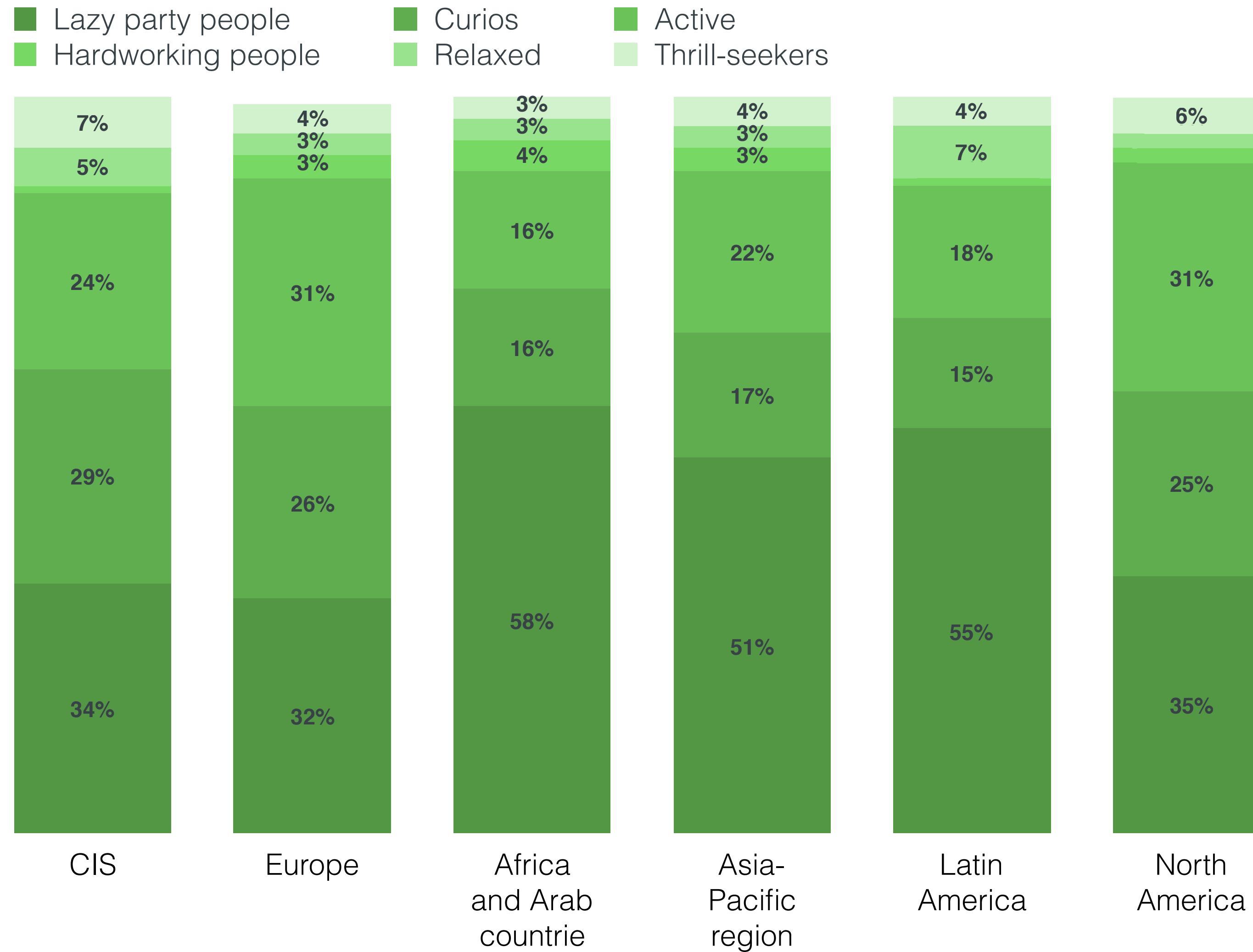
MAPS.ME
TRAVEL HABITS

ALMOST ALL MAPS.ME USERS (MORE THAN 90%) TRAVEL AT LEAST ONCE A YEAR. EUROPEANS ARE THE MOST ACTIVE TRAVELERS.

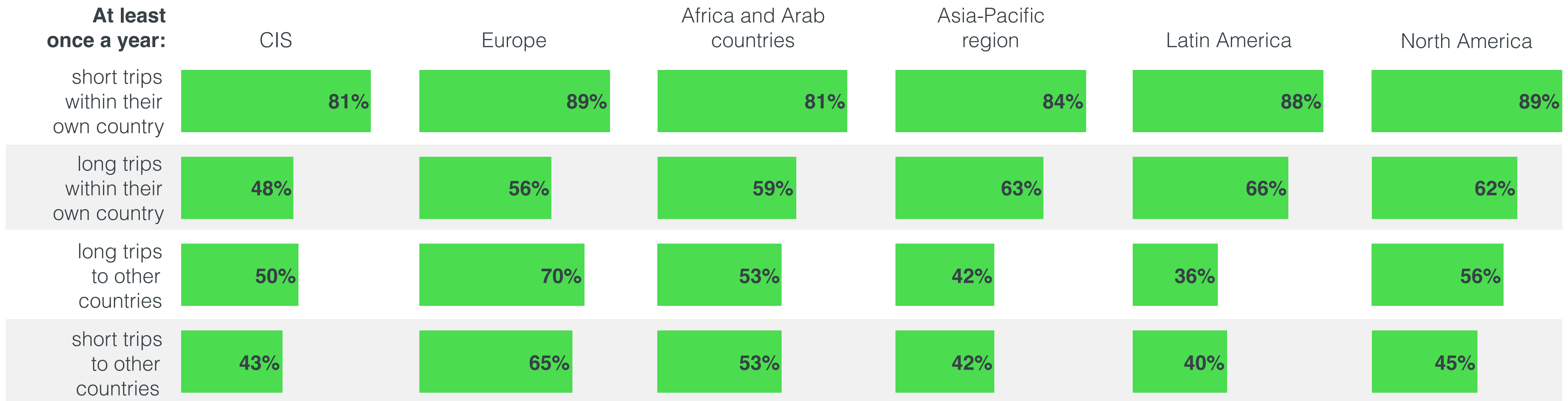
TRAVEL AT LEAST ONCE A YEAR



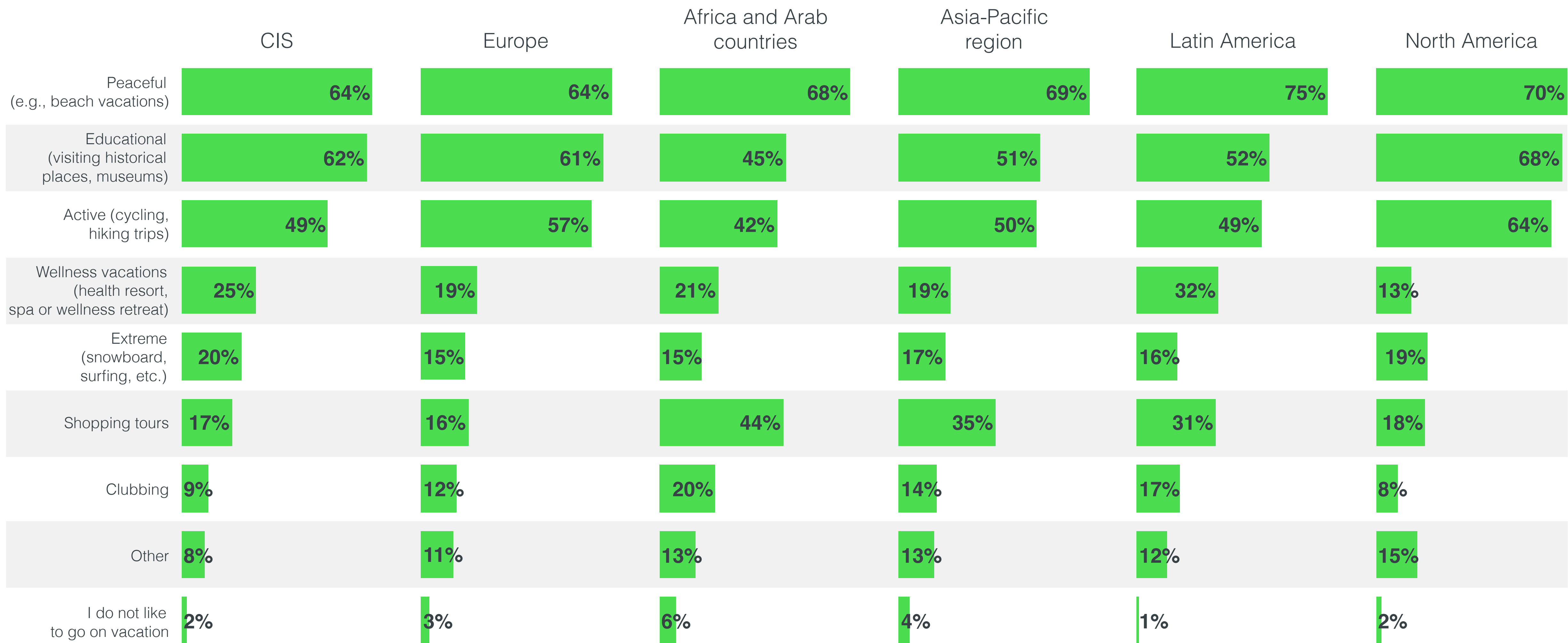
MOST OF THE TRAVELERS PREFER LAZY VACATIONS. CURIOUS TOURISTS COME IN SECOND.



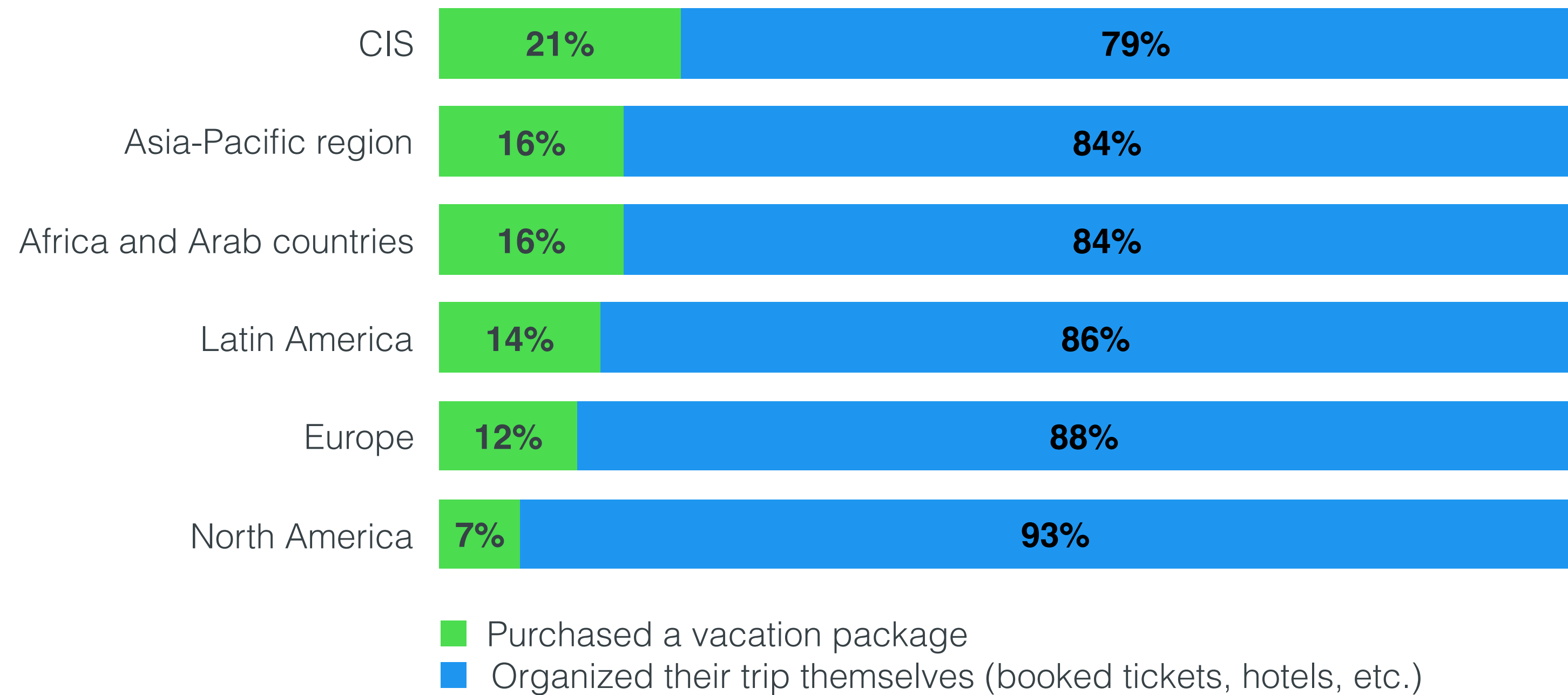
THE MOST POPULAR TYPE OF TRAVEL IS A SHORT TRIPS WITHIN ONE'S OWN COUNTRY, LONG TRIPS ARE MUCH LESS FREQUENT. THE MOST ACTIVE TRAVELERS ARE EUROPEANS.



THE MOST POPULAR TYPES OF VACATION: PEACEFUL, EDUCATIONAL AND ACTIVE. SHOPPING TOURS ARE MOST POPULAR IN LATIN AMERICA, ASIA, AFRICA AND ARAB COUNTRIES.

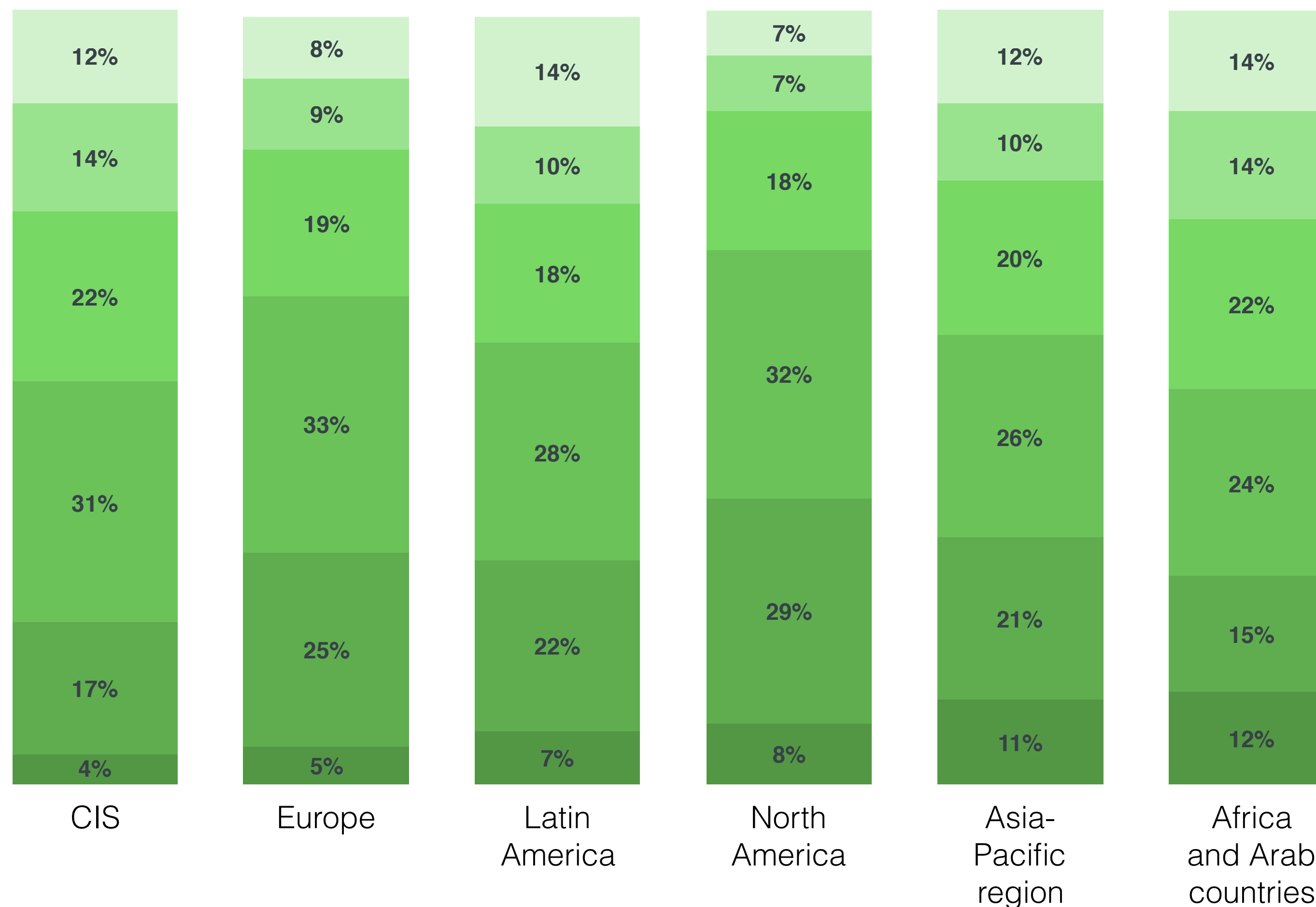


VACATION PACKAGES ARE MOST POPULAR IN THE CIS COUNTRIES, WHILE NORTH AMERICANS ARE THE MOST INDEPENDENT TRAVELERS.

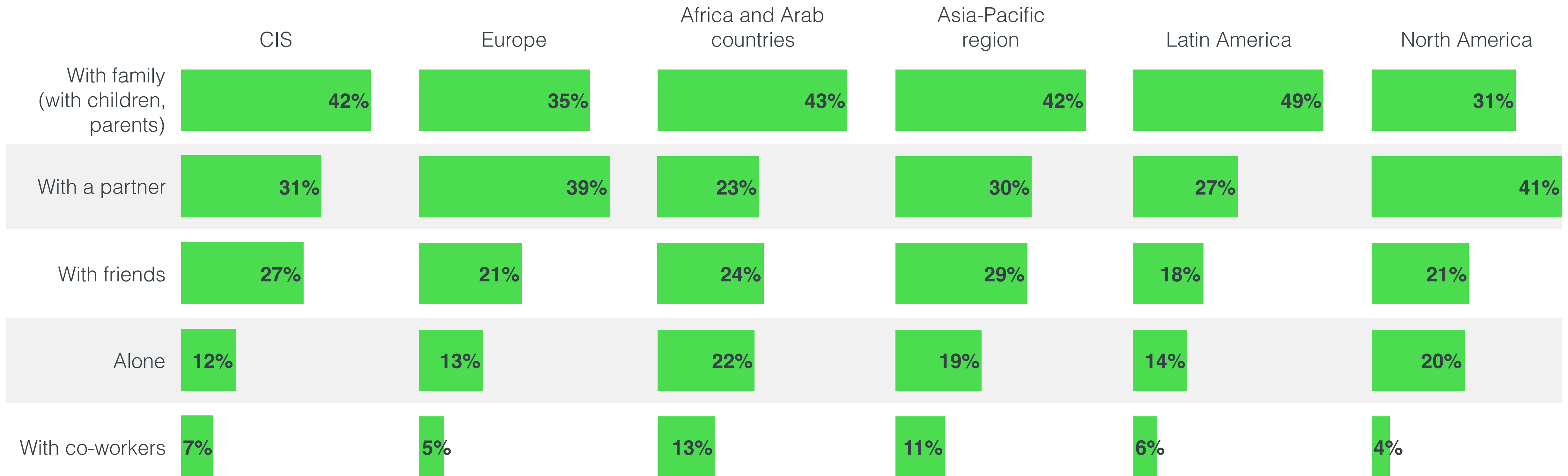


MOST PEOPLE PLAN TRIPS A FEW MONTHS IN ADVANCE, EUROPEANS AND NORTH AMERICANS ARE THE MOST METICULOUS TRIP PLANNERS.

■ More than a year in advance
 ■ Six months/a year in advance
 ■ A few months in advance
■ A few weeks in advance
 ■ A few days in advance
 ■ It was a spontaneous trip, it was not planned

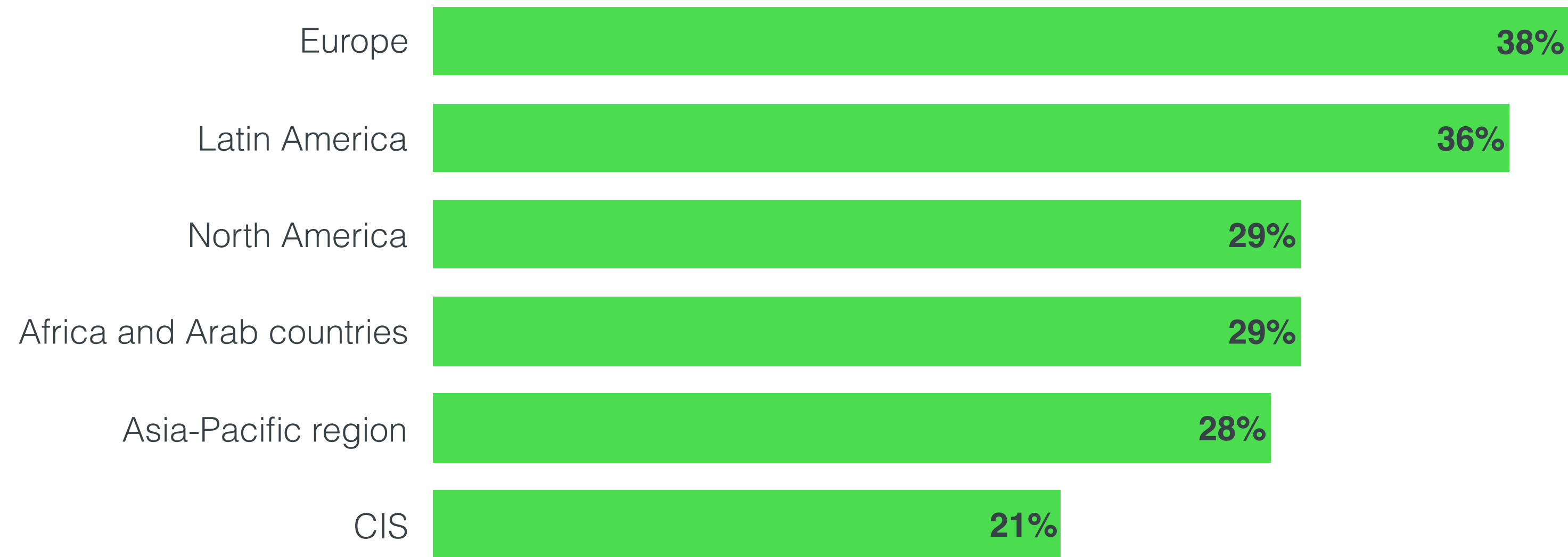


TOURISTS FROM LATIN AMERICA PREFER TRAVELING WITH THEIR FAMILIES, WHILE NORTH AMERICANS AND EUROPEANS ARE MORE LIKELY TO TRAVEL WITH THEIR PARTNERS.

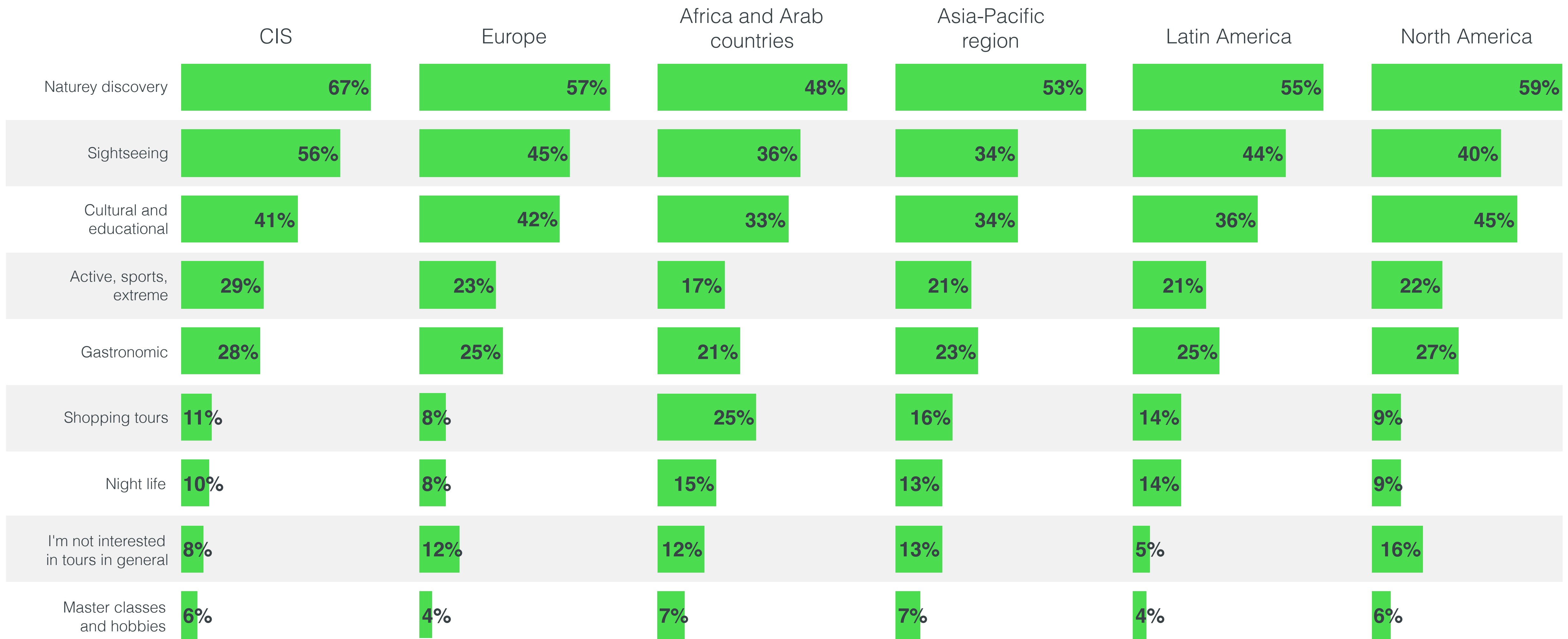


GUIDED TOURS ARE MOST OFTEN POPULAR WITH EUROPEANS.

TAKE GUIDED TOURS



THE TOPIC OF EXCURSIONS AND GUIDED TOURS REFLECTS VACATION PREFERENCES. FOR EXAMPLE, ARABS AND AFRICANS LOVE TOURS AND VACATIONS INVOLVING SHOPPING AND NIGHT LIFE.



RESEARCH METHODOLOGY

ONLINE SURVEY OF MAPS.ME USERS: CIS, EUROPE, AFRICA AND ARAB COUNTRIES, ASIA-PACIFIC REGION, LATIN AMERICA, NORTH AMERICA.

51 THOUSAND USERS PARTICIPATED IN THE SURVEY.