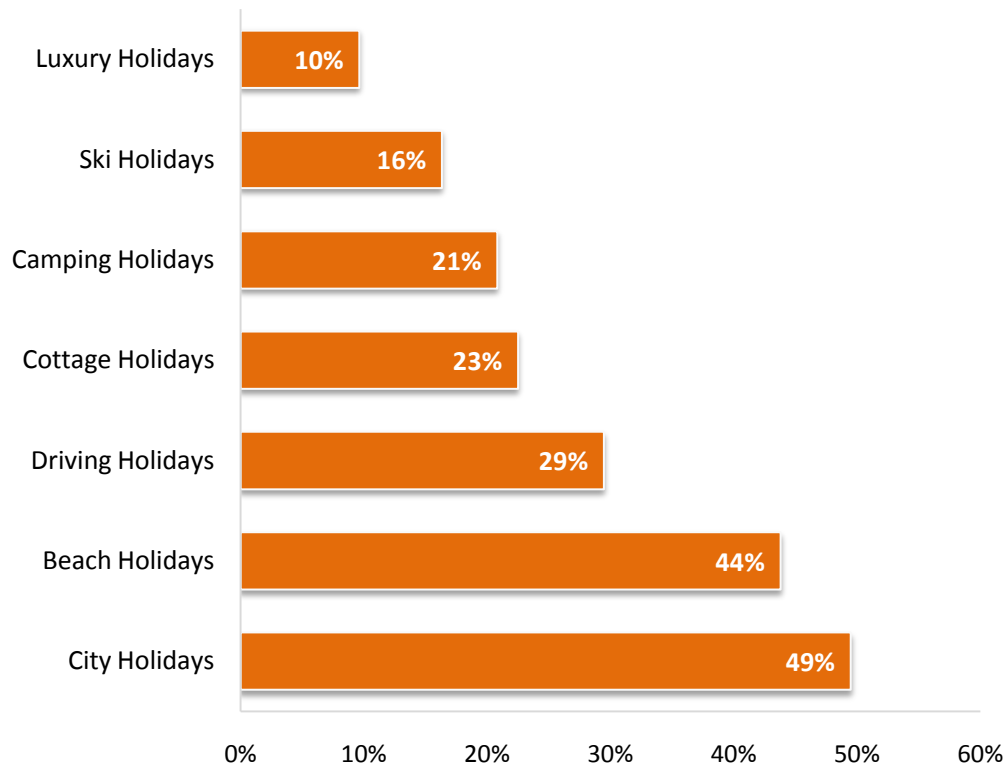




# Our readers in Germany are frequent travellers

What kind of holiday do our readers plan to take this year?



**90%** will take a holiday this year.

**20%** will spend more than €5,000 on holidays this year.

**29%** fly more than 5 times a year for business reasons. Of which...

- **69%** will make short haul journeys
- **39%** will make long haul journeys
- **30%** will make domestic journeys

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**48%** have an annual household income of more than 500 000 SEK.

**46%** have a smartphone (iPhone, Blackberry etc).

**42%** have children.