

## READER HABITS

What is your primary source of information?

The Web is a major source of brand information and comparison.

**Online:** 89%

Print Media: 8%

Television: 2.9%

Do you make Travel Decisions Online?

**Frequently:** 85.9%

Sometimes: 11.7%

No: 2.4%

What do you primarily search for Online?

**Information:** 83.9%

Best Prices: 16.1%

What are your key Lifestyle Interests?

Lifestyle purchase priorities are diverse, from spas and golf to cars and property.

**Spas:** 50.2%

**Shopping:** 46%

Culture: 36.5%

Nature: 29.4%

Adventure: 29.2%

Driving Holidays: 20.1%

Cruises: 19.2%

**Golf:** 18.7%

Diving: 16.8%

Skiing: 15.1%

What will you purchase in the next 12 months?

**Mobile Phone/ PDA:** 38.1%

**Flat/ Holiday Villa:** 36.7%

Luxury Fashions: 35.4%

**Car:** 33.2%

Video/ Camera: 29.5%

Laptop: 27.9%

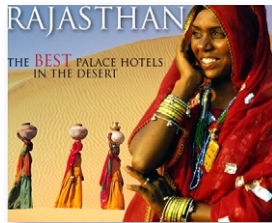
**Duty-Free Alcohol:** 23.5%

Medical Tour Package: 9%

## Reader Profile 2007\*

\*Based on the SmartTravelAsia.Com Annual Reader Survey, results announced September 2007

### Think big, influence a dynamic global audience



**SmartTravelAsia.Com** is read by over **1,000,000 people** each year. An average **60%** are based in **Asia** with a further **20% in USA** and North America, and **20% in UK/Europe**.

The key Asian metros/regions are Hong Kong, Singapore, Japan, Australia, India, China, Malaysia and Thailand. The

Middle East is one of the fastest growing segments. UK is a major market followed in Europe by Sweden, Belgium, Germany and France. Almost 100,000 unique visitors read us each month spending an average **3.4 minutes** on our Web magazine and visiting an average **2.6 pages**. Each of our pages may contain up to 5,000 words of text, representing the equivalent of 10-20 pages on any other site.

### Talk to high-spending frequent travellers

Whether it is business or leisure travel, our readers are **decision-makers**. These affluent frequent travellers have one thing in common - all are seeking high quality, independently-researched travel, shopping and lifestyle information on Asia. Our readers take an average **15 air trips a year** and earn a household income of **US\$165,000** per annum.



### SmartTravelAsia.Com readers generate huge sales volumes

Our readers generate a potential **15 million air trips** (based on roundtrips, not sectors) and **45 million room nights** annually. That's the equivalent of **62,000 full A-340s**. Get your message out just to the right people. The Internet is awash with brands. Competition is fierce. Why should someone choose you? We can help.

### Reach consumers in the right frame of mind



Talk to consumers while they are **actively researching** and comparing business hotel, resort, spa, airline, destination and shopping options. Our review-based information and re-search helps them choose the right brand for their needs. Are you pouring money into general sites that attract everybody from kids to Godzilla? Don't waste your ad dollars. Speak with genuine travellers.