

## Travel

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

##### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

##### Regional interest

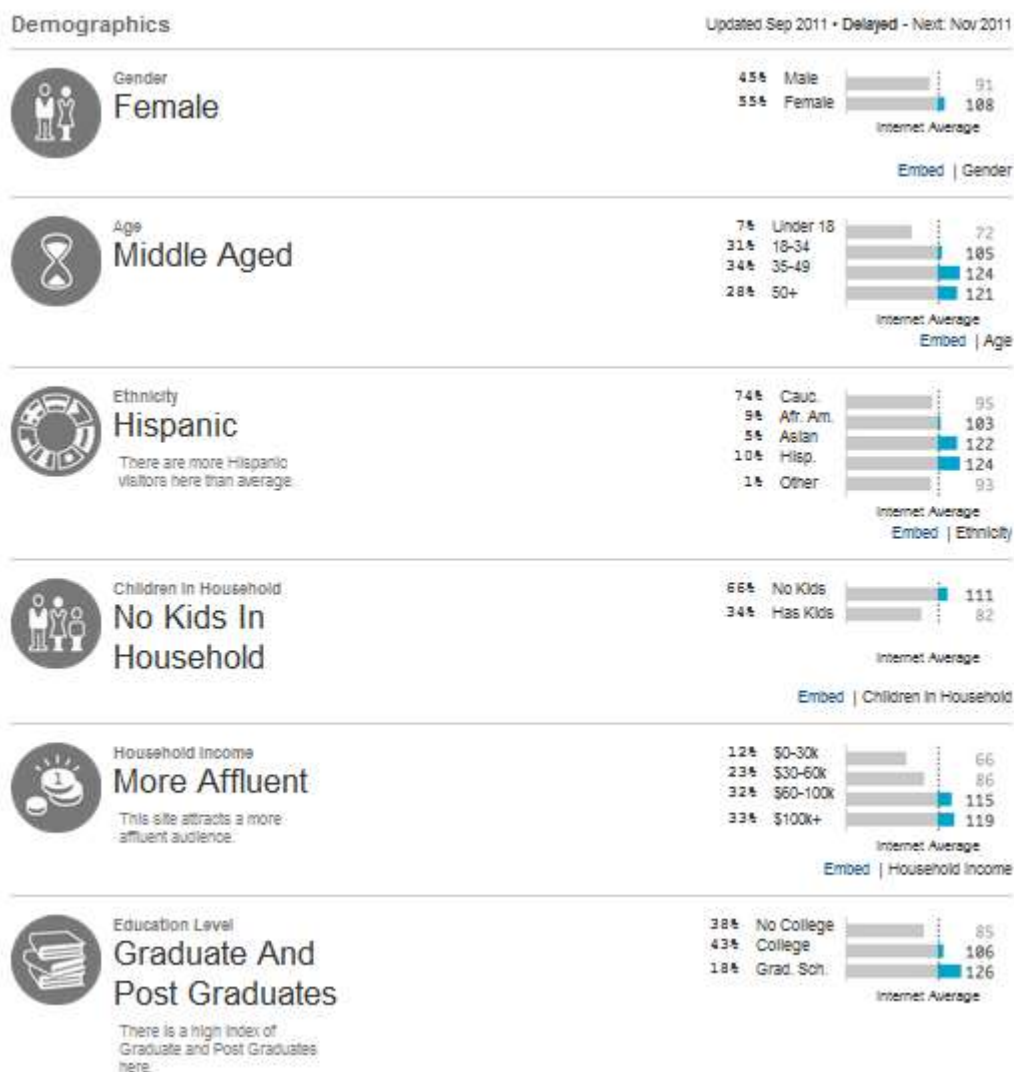
1.	<a href="#">United Kingdom</a>	100
2.	<a href="#">New Zealand</a>	84
3.	<a href="#">Singapore</a>	81
4.	<a href="#">Lao People's Democratic Repu...</a>	75
5.	<a href="#">Ireland</a>	74
6.	<a href="#">Australia</a>	69
7.	<a href="#">Hong Kong</a>	57
8.	<a href="#">Canada</a>	55
9.	<a href="#">Fiji</a>	55
10.	<a href="#">Cambodia</a>	52

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on expedia.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on expedia.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Travel Agents	15.6x	<div></div>
Travel News & Info	13.1x	<div></div>
Hotel/Resort	9.4x	<div></div>
Car Rental	9.3x	<div></div>
Airlines	7.8x	<div></div>
Cruises	5.9x	<div></div>
Travel	5.8x	<div></div>
Events/Tickets	3.6x	<div></div>
Bridal	3.6x	<div></div>
Jewelry/Luxury Goods	3.1x	<div></div>
Home Furnishing	3.0x	<div></div>
Real Estate	2.9x	<div></div>
Consumer Goods	2.9x	<div></div>
Maps	2.9x	<div></div>
Flowers/Greetings/Gifts	2.8x	<div></div>

## **Frequently Asked Questions**

- What are the benefits of travel insurance?
- How travel time and cost become substitutes or complement?
- How much does it cost to travel around South America?
- What is travel cancellation and interruption insurance and why would I need it?
- How a travel portal is created? What can be the cost of creating a travel portal?
- What is the minimum age to travel my plane unaccompanied?
- What are the required travel documents for a non-us citizen traveling within the united states?
- What are the pros and cons of using a travel agent to plan a vacation?
- How does a travel router work?
- What are your suggestions for an ideal travel agency or travel assistant experience?
- How much does travel insurance cost for 3 months?
- How long must your passport be valid before travelling?
- Do you need a visa when travelling?
- What should you pack for a holiday trip?
- How much would it cost to travel around the world?
- What are travel restrictions for a 18 year old?
- What time of day is best to travel long distances in when traveling by car?
- What is the cheapest form of international travel?

- What are the best transport options to travel between European countries?
- What are the basic rules and regulations in airport?
- Which mode of transportation allows you to experience better: ship, plane or car?
- How soon it is safe to travel by plane with a newborn?
- What are the medical conditions that does not allow you to travel?
- How can I travel internationally with a computer monitor?
- How do online travel companies manage hotel bookings/availability?



## **Problems & Frustrations**

- **Wish to get a job in the travel industry**

I love the travel industry. There's certain feelings I get when traveling to a new place and I want others to feel the same way I do about visiting some place new or experiencing something totally different than what I am use to. I currently work in the travel business advertising vacation property and after seeing how beautiful the land is where some of the properties reside, I get this strong feeling of envy for the owners who get to enjoy the beauty of a vacation destination and of the land their homes rest on. How on earth can I find a job, aside from being a travel agent, or tour director, or cruise ship director, where I can travel to places I love and write about them for everyone else to experience?

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Has anyone ever been a travel agent or known a travel agent that made a lot of money or that owned any kind of travel business and was successful? I would like to know what kind of license I need in order to be a legitimate travel agent. I am based in New York. Is there are school I need to go to or training online. What company should I affiliate myself with? Any travel agents, please give me the low down. Thanks.

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I want to work for travel channel, it must be my job to travel the world. I'm studying film directing and taking photography courses. How and where do you think I should get a job that will allow me to travel?

- **Worries about travel documents**

I am planning of going to Spain, and would like to know if I could travel to Spain with my Swiss resident permit and my other passport (as I can travel to France with my Swiss resident permit)? And the guys traveling with me has a shengen visa, is that okay?

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I am planning a Euro trip this Christmas and wondering if I can use my Refugee Travel Document to travel from one European country to another. Thanks!

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I am an International student in Toronto and would like to fly to Vancouver for a couple weeks. I wanted to know if my passport is sufficient ID for me to travel on. I received an extension on my study permit but have lost it. Will that be a problem?

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I have a Colombian passport and need to travel to the EU. My passport has my before family last name but I got married and took my husband's last name. Now all my documents including the green card has my new last name.

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I've read that you need only a 3 month valid passport, but other websites say 4 months . Some of them have stated you definitely cannot travel without 6 month validity and will be refused entry. Has anyone traveled to Fiji with a passport that was valid for less that 6 months? Did you encounter any problems? I am planning to go for just a week.

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I'm here on a student visa but I'm going to travel up north, are there any special documents I need to bring with me while traveling or going through the airport?

- **Need help with travel plans**

I intend to travel from Rome to Venice and then to Switzerland (whichever city is the most suitable to get into Swiss). Can somebody advice how do I go about this trip? The prices from Rome to Venice by train Italia seems to be pretty expensive.



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I'm considering doing ground travel to a place not too far away from here. I'm hoping to travel a round-trip vacation between Portland, Oregon and Calgary, Alberta (Canada, of course). Air travel is too expensive (especially since my trip won't be too far into the future) so I'm considering going by train or even by bus (train is preferred.) How do I go about searching for travel fare? I'm hoping there is a site similar to Priceline or Travelocity that deals with ground travel of this sort.

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I am in my final year of law school and I want to travel A LOT as a lawyer. I would love to travel not only in the U.S., but all over the world as well. Any ideas about how to maximize the amount of travel I do straight out of law school?

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I'm studying abroad in Italy this fall. I want to go to other countries while I am there, but a lot of the groups I've been finding for "cheap student travel" seem questionable. Anyone have any good travel companies that were reliable, safe, and affordable? By safe and reliable, I mean I won't be scammed.

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I am planning on going to Japan this June (2010). All I need is just a travel agency to arrange the flight tickets. Any suggestions?

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I am planning on taking a gap year after high school to work and to travel. I would like to travel around Thailand, Singapore, Indonesia, Malaysia and any other countries I can get to within this time. How much money do you think if I was traveling fairly frugally, including

food, transportation, accommodation, and some spending money? I'd like to travel for 6-8 months.

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I'm planning to travel to Switzerland, Austria and Czech Rep this summer via train from UK. One of the cheapest options is to buy the Global Pass, which is only for European residents. However I'm not a European resident, which means that I need to find another cheap options to travel. Can anyone give any suggestions?

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I'm considering traveling around S. America for around 6 months to a year and wondered how much it would roughly cost. I would be back packing and am not expecting to sleep anywhere fancy or travel in luxury but I would like to hit some major cities for nights out as well as traveling to more remote places. Also if anyone knows the anyway to pick up casual work there to earn whilst I'm traveling that would be much appreciated. I don't speak much Spanish at the moment but fully intend on learning.

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I am a young lady intending to travel next year to Europe and go backpacking around Europe. I love to shop whenever I arrive at a new place & I just can't help but buy. If I am traveling a lot I'll have to carry less baggage with me so please help me plan my trip. Your contributions are much appreciated. Thanks all.

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I'm really interested in travelling because I want to meet different people of different culture. The problem is that how can I plan my travel? Do I need to join travel tours so that there would be tour guides who would arrange the itinerary? I really like to travel alone, yes ALONE. So how do I plan my travel? Please give me tips. From planning to accommodation to itinerary. Thank you!

- **Travelling with a baby**

I am planning to travel with my baby from Mumbai to London and my baby is of 8 weeks. Is it safe to travel on such long distance flight and what precautions I should take if it is ok to travel.

- **Concerns with using a travel agent**

"Hello Everyone! My girlfriend wants to travel to Brazil next year for carnival, and would like to use a travel agent to plan our arrangements, while I would much rather plan everything on my own using the internet as a primary resource. Could anyone tell me the benefits and negative aspects of using a travel agent to plan a vacation of this type? Also, I would really appreciate it if anyone who recently traveled to Rio De Janiero could share some opinions and perhaps "insider" tips on traveling to this destination. Thank you.

- **Not sure how the travel router works**

I'm planning on going on a road trip across Canada and we wanted to be able to have internet. I've heard of people using this MiFi device but we only want to use it for this road trip and don't want to get a 3 year plan when we would never use it. Some people have told me about a travel router, but how exactly does a travel router work? I've tried to Google it but haven't really found anything.