

Average Brit can only name three continents

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London, 24 April 2002. The average British person is able to name just three continents of the world and nearly a third of us (32%) cannot name even one, reveals a UK survey released today by online travel service Opodo.* With only 15% of us able to name all seven continents the survey conducted by independent research organisation ICM, would suggest that British geographical knowledge is somewhat limited. Jenny Taylor, UK country manager at Opodo, comments, "The results are surprising considering that many people in the UK now travel more than 2 or 3 times a year. However we do know from our site that around 90% of visitors focus on the top 10% of destinations. People like to stick with firm favourites such as New York, Paris and Amsterdam and probably don't even consider which continent they are visiting.

However at Opodo part of our philosophy is to open up a new world of possibilities for our customers. Because we are able to offer such low fares, destinations that were once seen as too remote or too expensive are now really within most holiday budgets. By combining these great fares with inspirational travel information we are seeing places like Penang and Mauritius becoming as popular as the best-known Caribbean destinations.

Good information and low fares also make it easier to take a risk and branch out. Hopefully we'll encourage people who love Prague to start thinking about equally romantic destinations like Tallin in Estonia, and regular visitors to Northern Spain will give Croatia a try."

In the survey, the most frequently cited continent with 58% of respondents was Asia. Europe was a close second with 56% and third most named continent was North America with 50%. The least known continent was Antarctica which was mentioned by only 26% of respondents.

Opodo.co.uk is the new online travel service that launched in January in the UK offering fares that are cheaper than the UK average online fare for 85% of top destinations from the UK**. Opodo launched its first site in Germany in December last year and has just launched its 3rd site in France on 17th April.

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Notes to editors

Key features of Opodo.co.uk are:

Opodo is created by nine of Europe's leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa

30,000 pages of useful expert information integrated with special fares covering 1,300 destinations, including interactive maps, guides and daily weather updates - all on an easy to view and use site - covering more than 80 per cent available capacity in every market.

Can book and fly the same day

Reserve flights for up to 24 hours

Don't have to register to use

Can request your preferred seat on booking

Advanced search capability – by destination or holiday themes

Hundreds of thousands of maps to find specific locations anywhere in the world

Guides to 180 of the world's busiest airports

Quick search tool gives time-sensitive consumers speedy access straight to booking

Explore the World – provides consumers with the tools and inspiration

Highlights 10,000 key tourist attractions around the world

* ICM Survey January 2002

** NOP Survey January 2002