

Press release
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Britons seek new adventures when travelling

According to data from travel search site momondo.co.uk, 42 percent of all Britons seek out new destinations when traveling. The question is: How to find inspiration when knowing for example a set budget and month to travel? momondo now launches [Trip Finder](#) to inspire curious travellers.

Data from travel search site momondo shows that 42 percent of Brits want to see new destinations when they travel. So suppose one has £300 and wants to fly somewhere new and romantic, with great weather and a beach – how to decide?

Traditionally, this has meant hours of research on cities, points of interest, seasonality and weather forecasts, before finally booking the flight. momondo now simplifies this work with [Trip Finder](#).

Helping the curious traveller

With Trip Finder users can enter as many travel criteria as they like, including budget, seasonality, weather preferences and travel mood, and then momondo will show where to go, looking at almost 200 popular destinations.

TRIP FINDER

Don't know where to go?
Try our Trip Finder and discover surprising new destinations

Beach + Family = Split, Croatia?
The modest lady of Dalmatia

Start searching >

"Our stats show that Britons are very curious to discover new destinations, so to help travellers with the research needed to find that new holiday adventure and make the discovery process more playful, we're introducing Trip Finder," explains Julie Pedersen, spokesperson for momondo. She adds:

“When we travel, we have different preferences as to what we want to do and experience. With Trip Finder you have the possibility of searching for interests that matter to you; whether it's cities, shopping, beaches, nature or nightlife.”

Trip Finder works by combining flight ticket prices, weather and geographical info with momondo's own hand-picked content for each destination. Users enter the most important criteria for their next trip and are then presented with a mosaic of possible destinations. When choosing a destination they are presented with a short description, pictures of the destination as well as practical information. They can then make actual searches for flight tickets.

Facts about Trip Finder:

- Trip Finder lets users find and explore new destinations based on as many or as few preferences they like within budget, season, continent, weather, interests and travel mood.
- Trip Finder integrates emotional search criteria like moods visualised with colours into the flight search, as a new way of navigating to destinations. Red is for example Romantic. Other moods are: Family, Cultural, Social, Local and Fancy.
- The prices displayed to each destination are average prices based on more than 30 billion aggregated flight fares collected during the last 2 weeks before the search.
- At the time of release, Trip Finder offers inspiration to 182 destinations which were selected based on momondo's most popular destinations.
- For each destination Trip Finder contains flight price info, inspirational descriptions and pictures as well as practical information about meal, taxi, shopping and transportation prices.
- Trip Finder is developed by the momondo team of developers, designers and travel writers.

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About the data:

The analysis was prepared by momondo. The analysis deals with British travel habits and trends. Data was collected through an e-survey by Research Now's panel during the period 9 to 19 January 2014. 1,000 interviews were collected among Brits aged 18-65 years and representatively distributed according to gender, age, education and region, and then weighted.

About momondo:

Travel search engine www.momondo.co.uk finds and compares billions of prices on flights, hotels and travel deals. momondo was launched in 2006 and has been recommended by international media, such as the New York Times, CNN, NBC, CBS, The Daily Telegraph, and The London Sunday Times, as well as the legendary travel guru Arthur Frommer. momondo has won many awards, including a flight comparison test in 2012 by Stiftung Warentest,

Germany's independent product and services review. momondo's mobile applications are available for free for [iPhone](#), [Android](#) and [Blackberry](#)