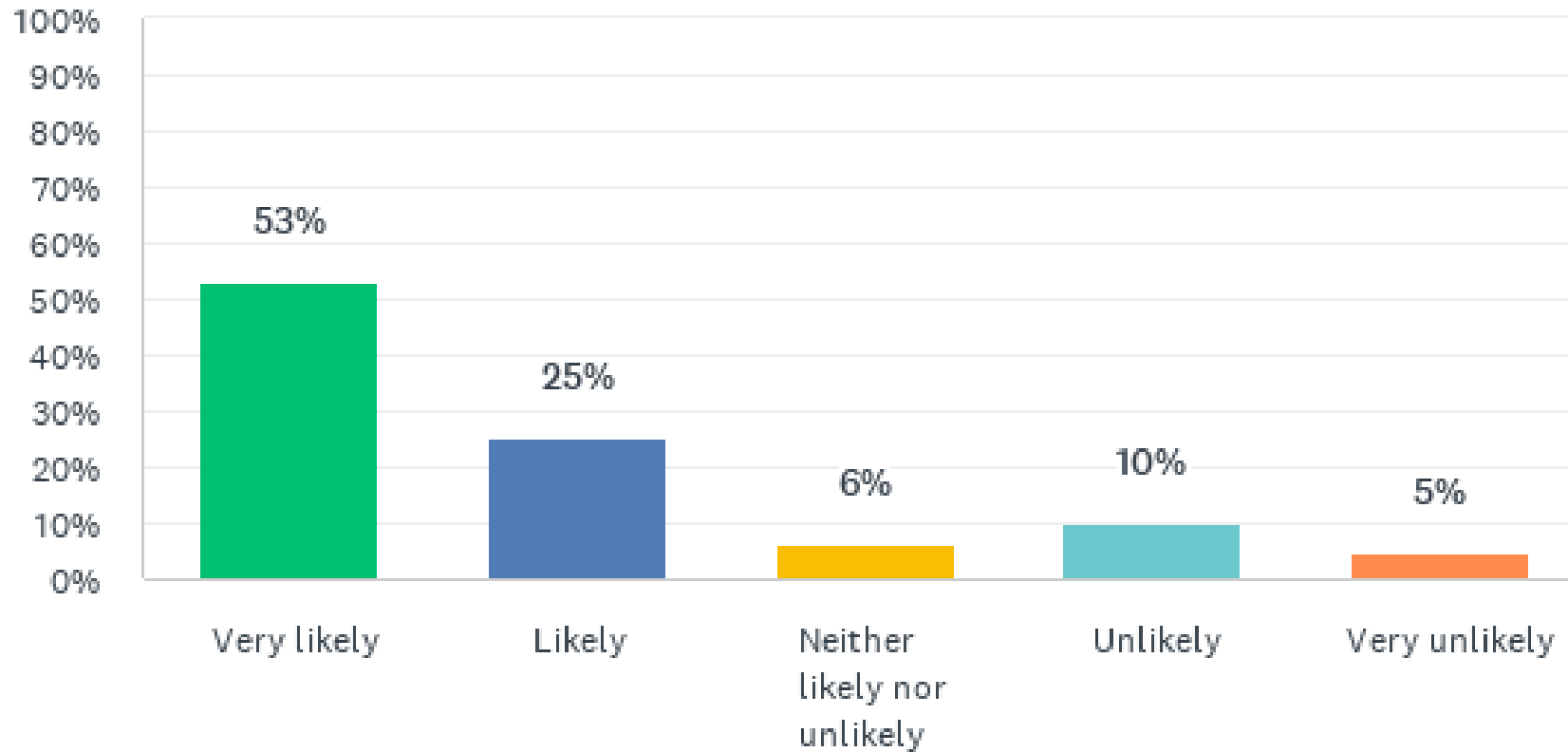




Customer Survey November 2021

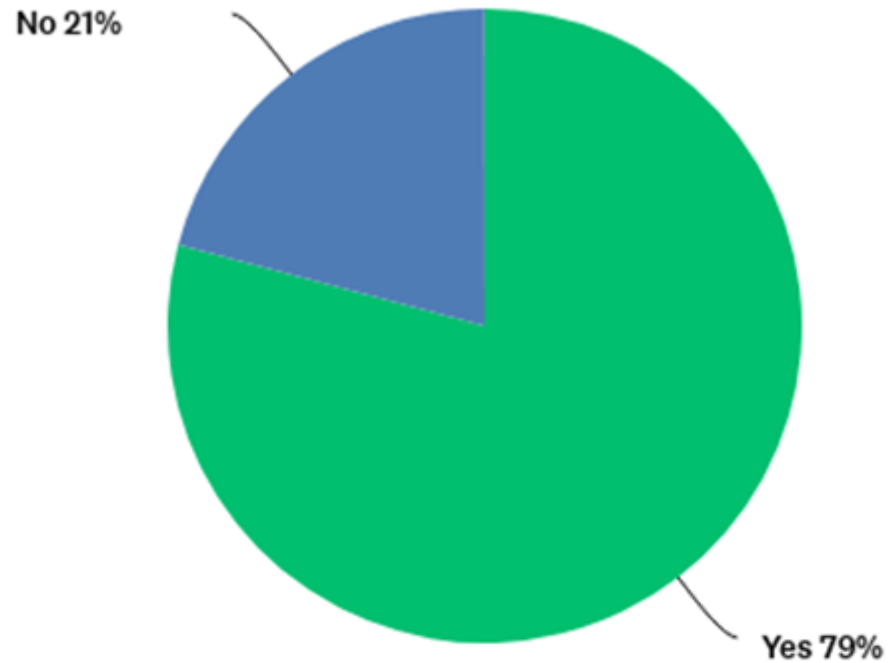
Responses: 1014

Q1: How likely are you to take a Pigsback hotel break before the end of 2021?



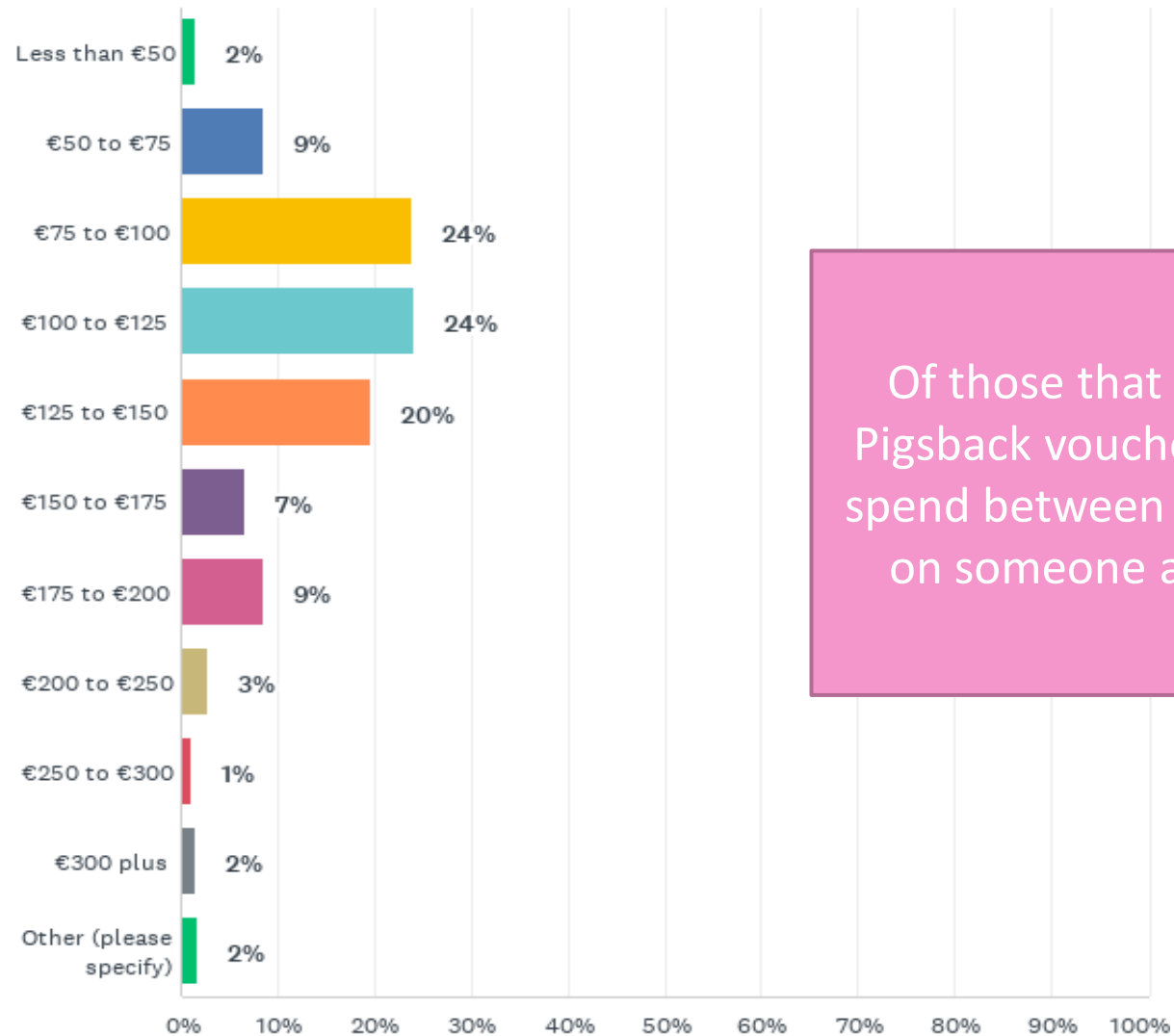
78% of respondents are likely to take a Pigsback hotel break before the end of the year

Q2: Would you gift a hotel break voucher from Pigsback to a loved one this Christmas?



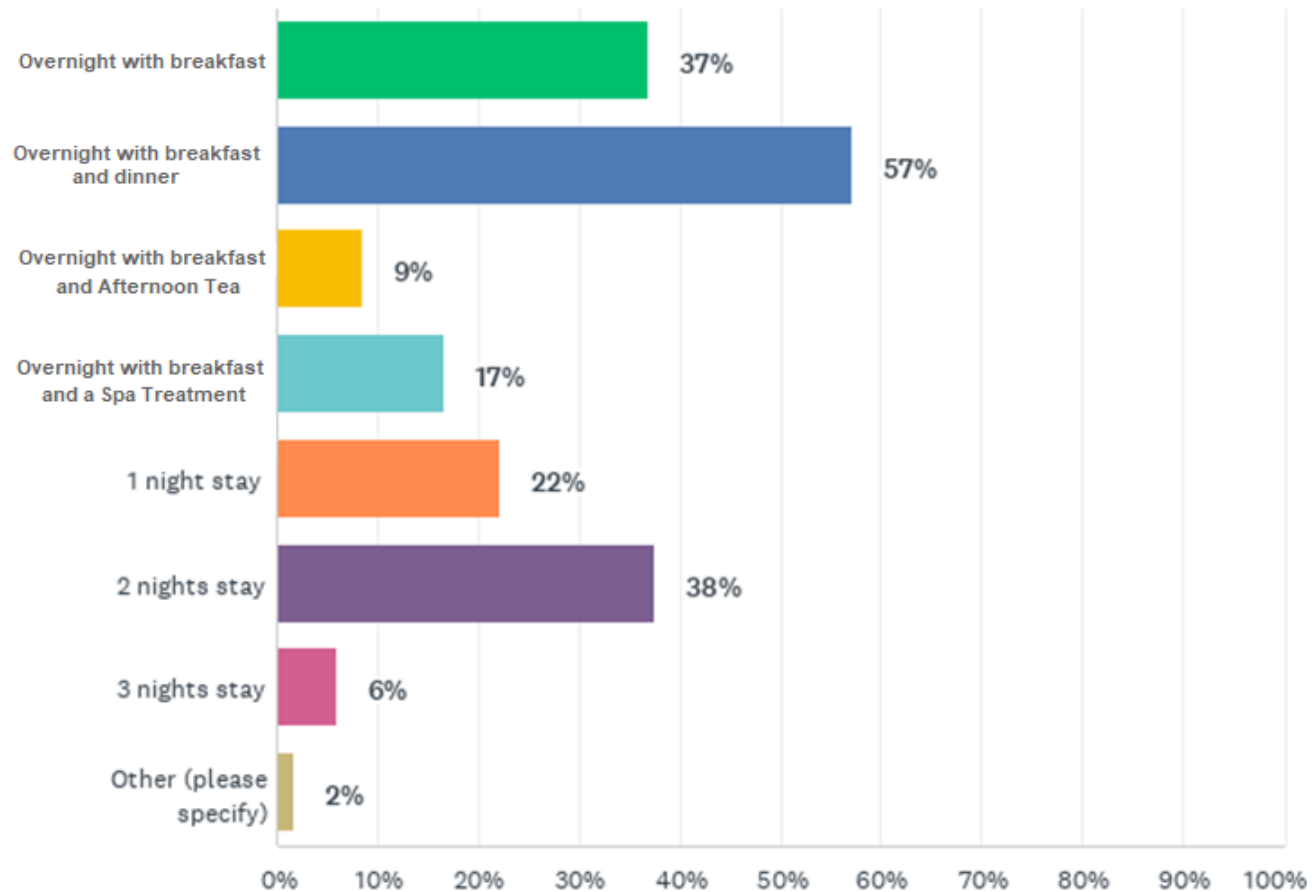
79% of respondents would gift a Pigsback voucher to a loved one this Christmas

Q3: How much would you be willing to spend on a hotel break voucher from Pigsback for a loved one?



Of those that would gift a Pigsback voucher 68% would spend between €75 and €150 on someone at Christmas

Q4: What type of hotel break voucher would you like to buy for your loved one this Christmas?



57% of our customers would like to buy an overnight stay with dinner for a loved one this Christmas

Q5: Why would you not gift a hotel break voucher to a loved one this Christmas?

See some of the main responses below

"We like to cap the amount we spend per person so it is not enough to consider a hotel break"

"I prefer to give a physical present or cash at Christmas"

"I don't like to give gift vouchers at Christmas but I do use Pigsback as inspiration for where I want to go next"

"No but I would get a voucher for myself and my partner"

"I am worried about another lockdown and would feel like an unusable gift then"

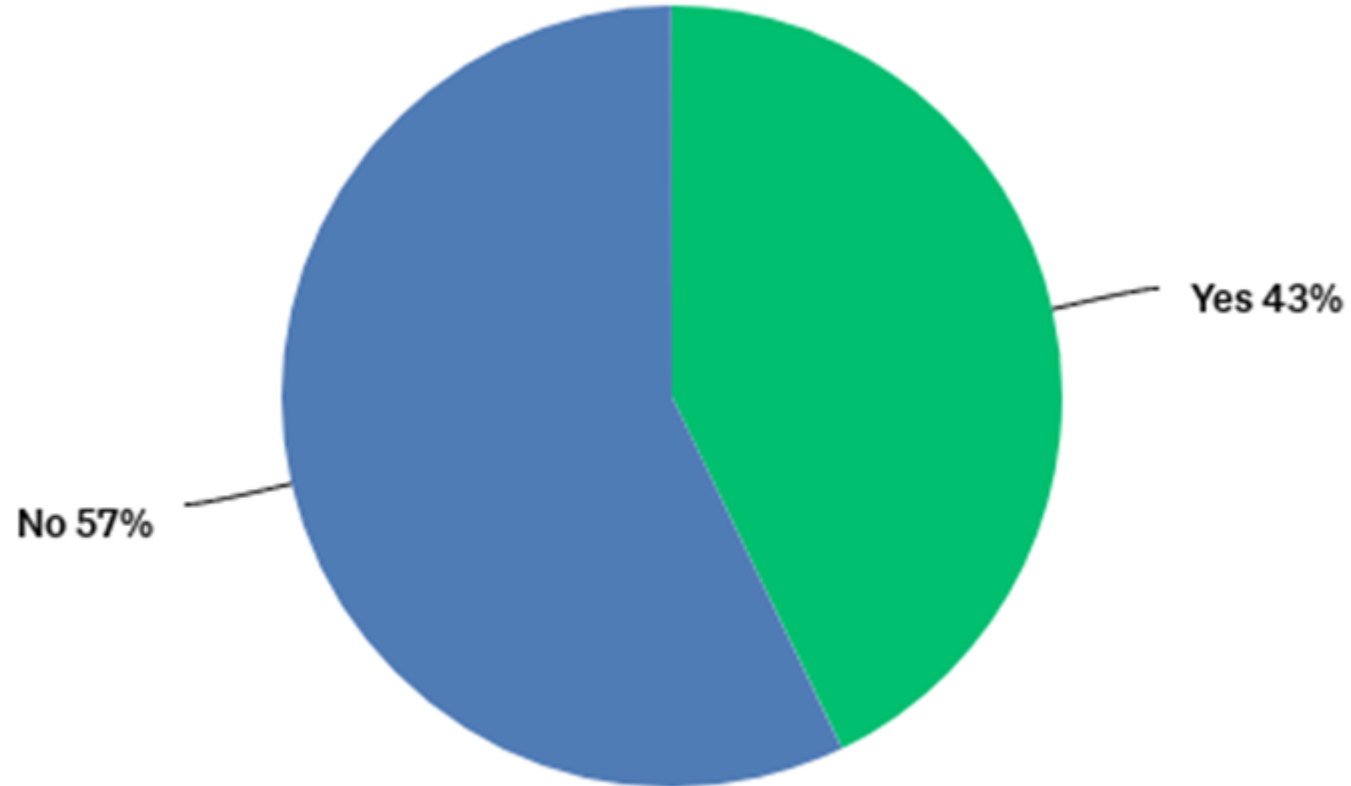
"I am not sure of their travel plans next year so I don't want to force them to take a break"

"I already have all my presents bought"

"Never really thought of doing it"

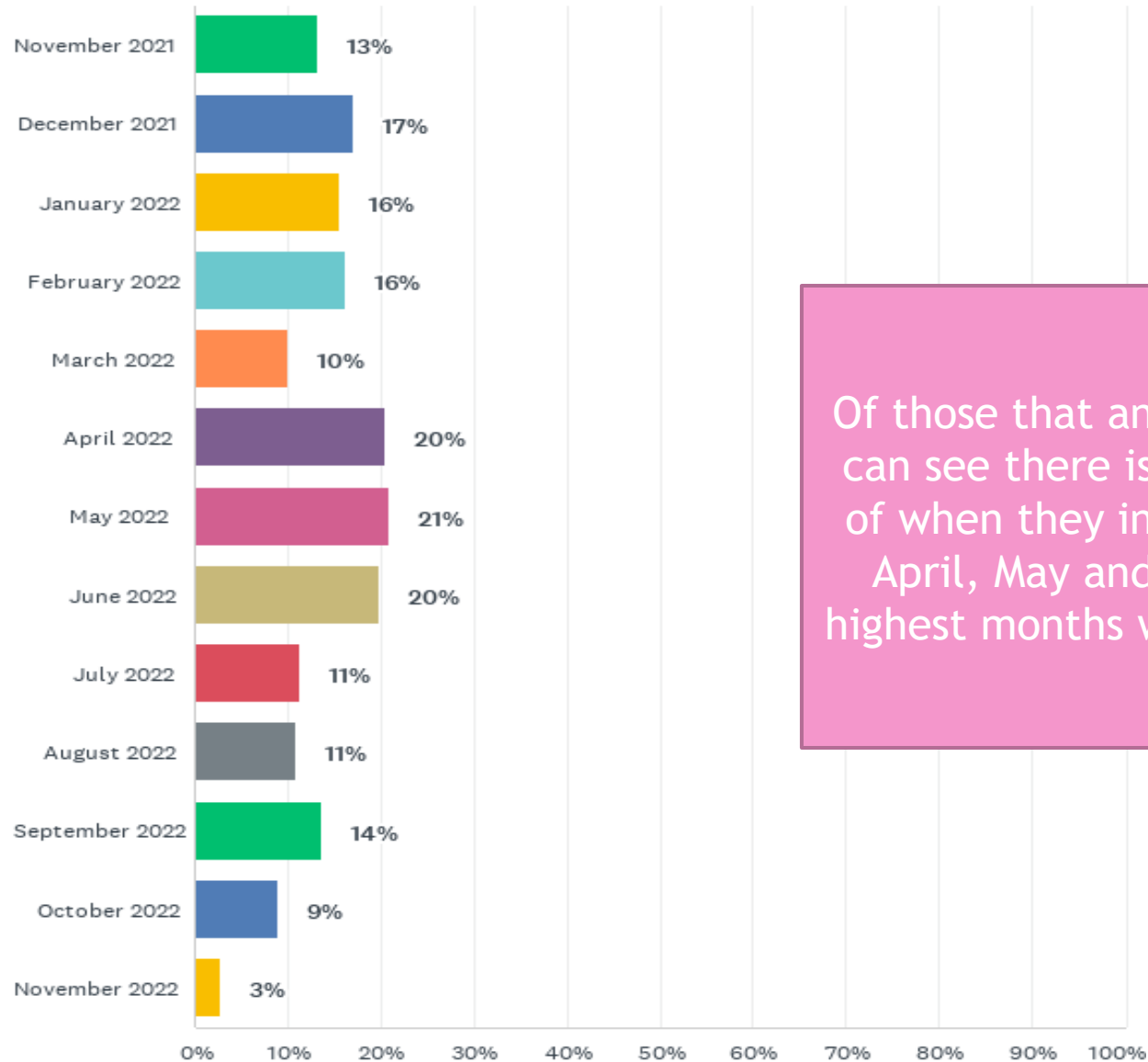
"Because of the risk of COVID"

Q6: Have you booked a foreign break/holiday in the next 12 months?



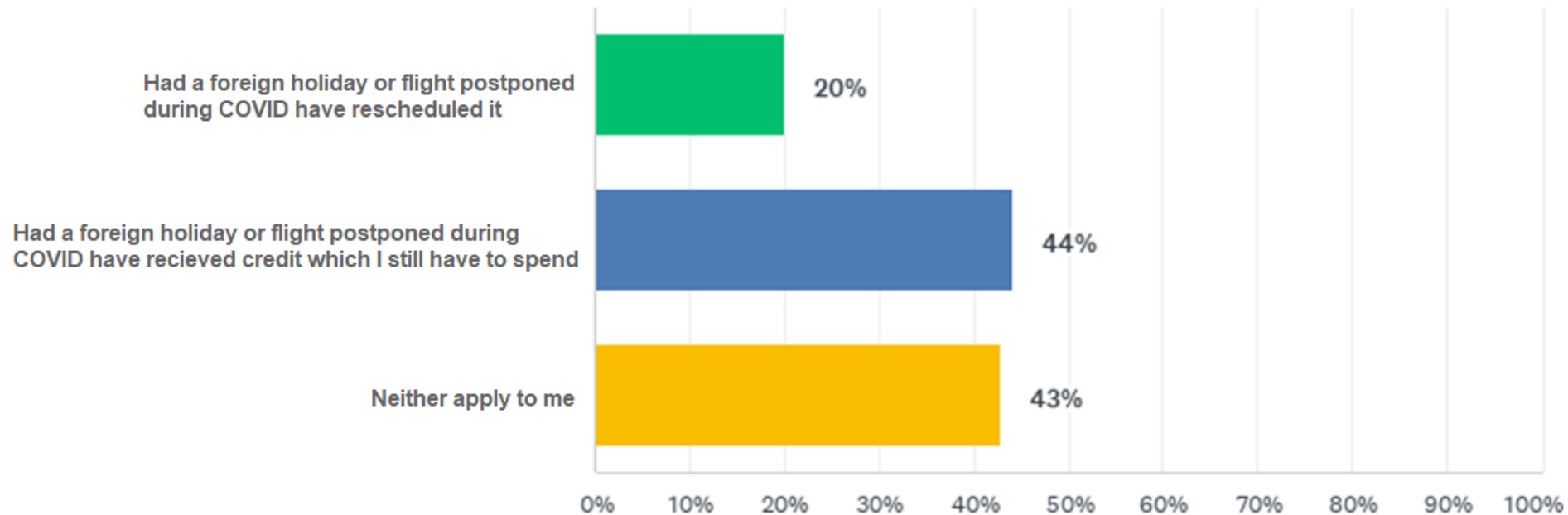
43% of the respondents have booked a foreign break in the next 12 months

Q7: What month are you planning on traveling abroad? (select as many as you like)



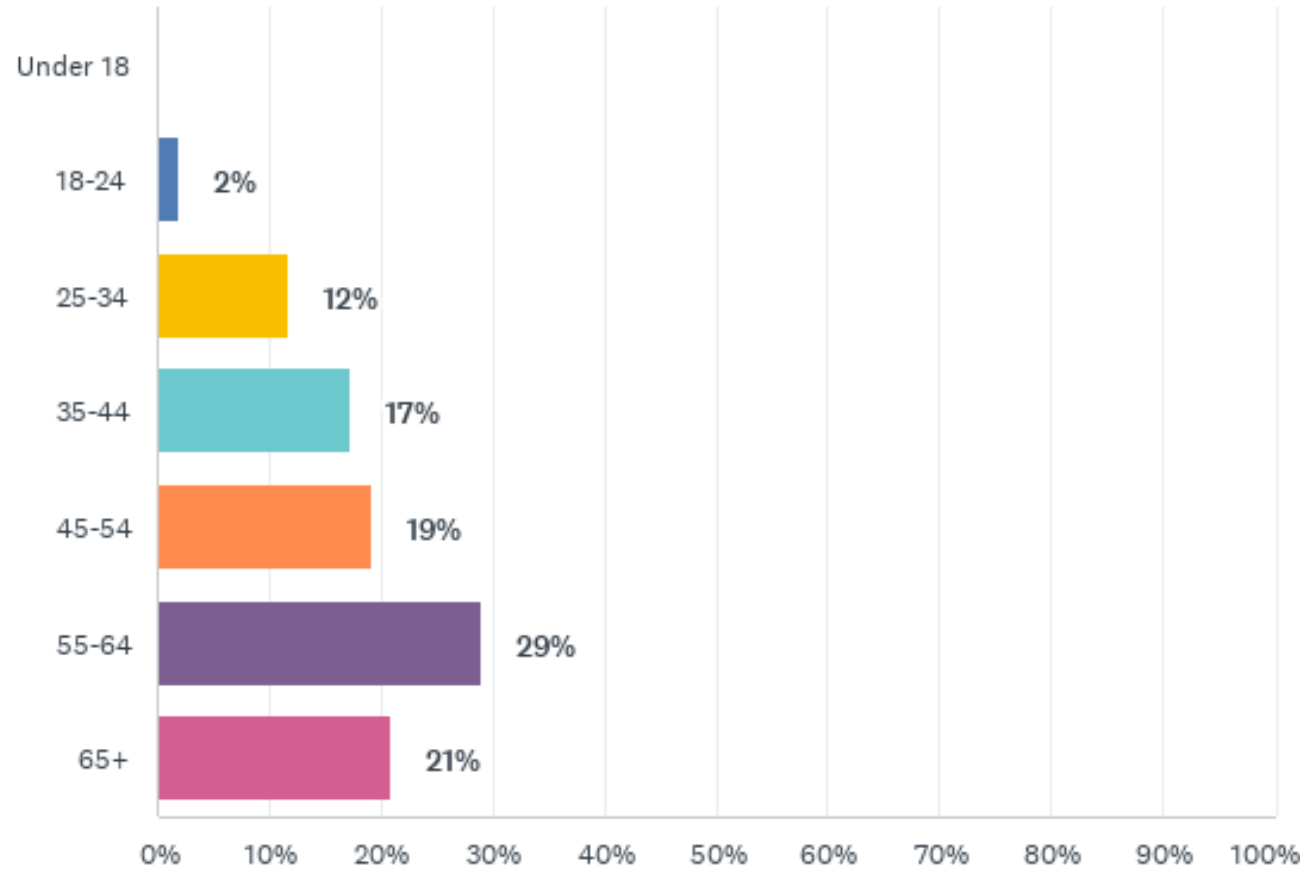
Of those that answered yes, we can see there is a large spread of when they intend to travel. April, May and June are the highest months with 20% in each

Q8: Did you have a foreign holiday or flight postponed during COVID and it was rescheduled or you received credit?



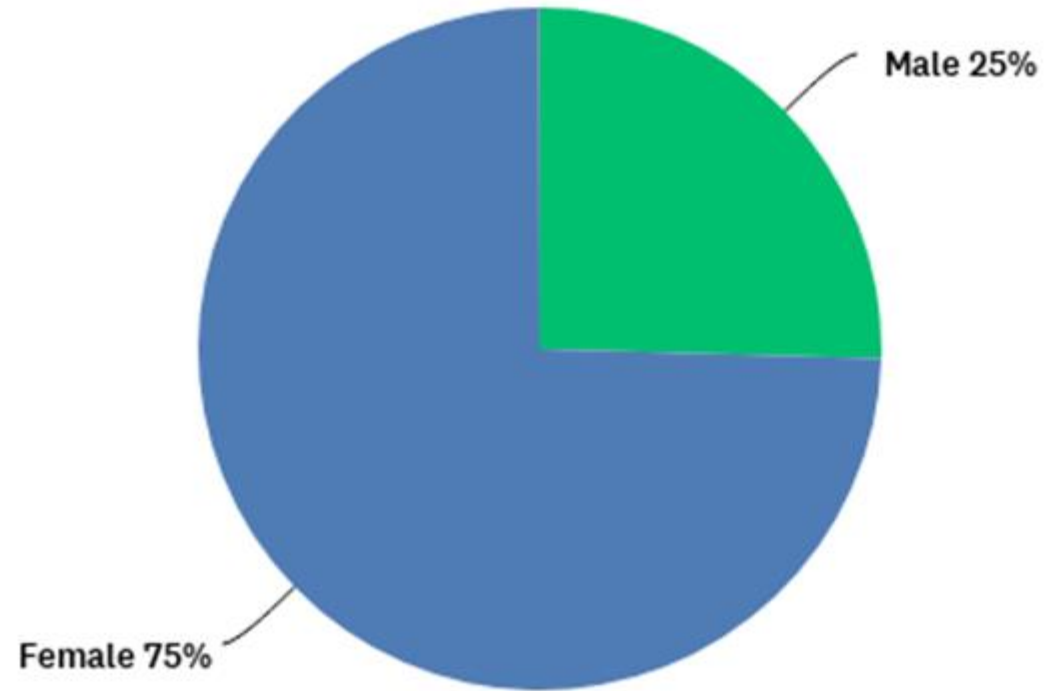
64% of all the respondents had their holiday rescheduled or have travel credit to spend on a future holiday or flight

Q9: How old are you?



86% are over the age of 35

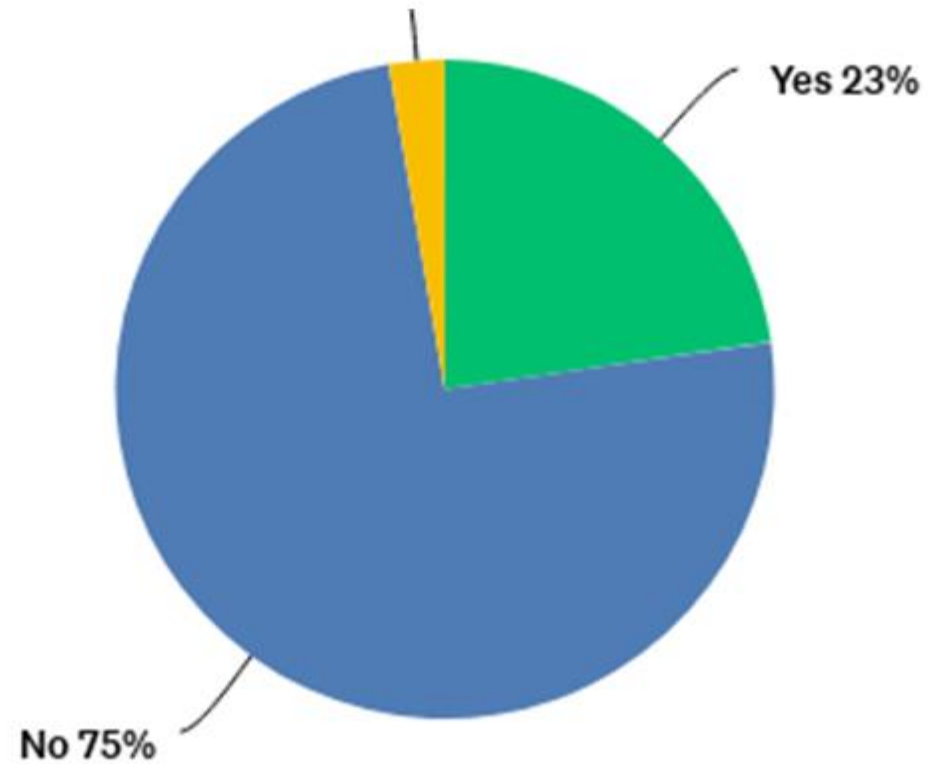
Q10: What is your gender?



75% are female

Q11: Do you have children under 16 years old?

Prefer not to disclose 3%



23% of them have children under 16