



Of those consumers who booked a trip that fell short of their expectations,

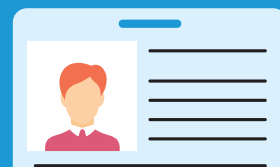
Following this bad experience,



42% posted a negative review



40% tried to get a refund



35% complained to a licensing body



37% of respondents report their debit or credit card details were misused or stolen



75% of consumers also go on to search for discounted goods online prior to their travels



21% sunglasses

33% guide books

25% and luggage

55% clothing and shoes

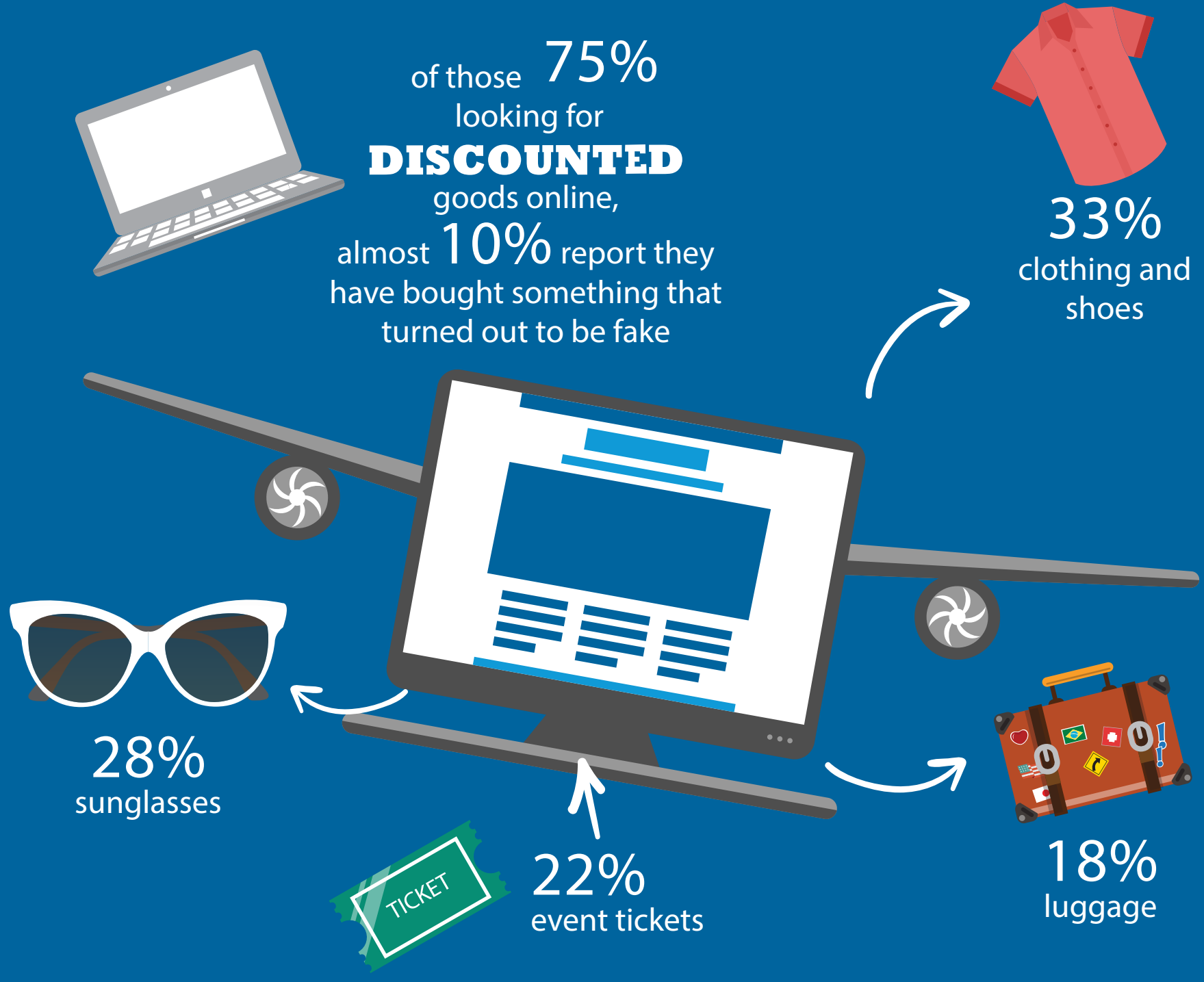
53% event tickets



83% of respondents said they wouldn't willingly buy



products to keep up with seasonal trends



56% say it's wrong



52% say they don't want to risk downloading a virus



84% of consumers say they would never download pirated content



40% feel that artists / content creators are losing income



37% prefer the real thing

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