

CheapTickets®

CheapTickets gives travelers ways to get more value out of every trip. The CheapTickets travel audience is made up of US college students looking for the best travel deals for their next trip.



2.9M

Monthly Unique Visitors



18M

Monthly Page Views

CheapTickets target audience:

There are more than 19m+ college students in the US, representing a \$52 billion market. This target audience of students is just beginning to form purchase behaviors and buy their own travel.



College Students



Between **18-25** years old



Based in **college markets** across the **United States**

Reasons why CheapTickets audience travels:



Going back home



School breaks



Job interviews



Summer jobs



To explore places



Traveling with friends and celebrating events

Travel behaviours:



Are on a limited budget



Travel during school breaks



Interested in flexible payments



Inspired by Instagramable destinations

Sources: ComScore January 2020, 2020 Portfolio Value Driver Survey, EG User Research Value Driver Qualitative Study 2020.