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## Travelzoo among Top 10 Travel Websites in Germany

**MUNICH, May 25, 2017**—Travelzoo® (NASDAQ: TZOO) is one of the most visited travel websites in Germany, according to analysis of consumer behaviour online conducted by market research firm GfK. Travelzoo, a global travel deals publisher, reached more than 2.6 million unique users in Germany in the first quarter of 2017 alone, making Travelzoo one of the ten most-used travel sites.

GfK's analysis of consumers' behaviour online over the first three months of 2017 (based on a sample of 19,000 people) shows visitors to the Travelzoo website are particularly engaged with the site, with more than half visiting several times per month and one third at least five times per month.

"The recent GfK analysis looks at consumer behaviour and engagement with travel websites, and includes hotel booking platforms, online travel agents, tour operator sites and providers of travel deals, including Travelzoo," said Dörte Nordbeck, Head of Travel & Logistics, GfK Germany.

Christian Smart, Travelzoo's General Manager, Germany, said, "We are delighted to see that German consumers are highly engaged with Travelzoo and that we are in the top ten of all German travel brands in the competitive online marketplace. Travelzoo works with the leading travel companies globally to create inspiring deals that are too good to miss. The fact that half of our members use our site several times a month demonstrates the trust our members have in us and the holidays and experiences we recommend."

Every Wednesday, Travelzoo announces the Top 20® list. The release of this famous selection of the week's best travel deals is followed by 28 million people around the globe. The list includes offers ranging from city trips to wellness breaks, beach holidays and cruises. The weekly Travelzoo Top 20 list has been published every Wednesday since 1999.

The GfK analysis also shows Travelzoo is very well represented among Germans aged 40 and over. Of the website's users, 78% are over 40, and 92% travel without small children. "In Germany we have over two million German members with a higher than average household income and a propensity to travel multiple times per year," Smart emphasises. In this target group, which is especially attractive for the travel industry, Travelzoo reaches considerably more people than other travel websites, and ranks sixth overall among travel websites visited by the user group.

Become a Travelzoo member today to start receiving your personalised insider travel deals from one of our deal experts. Visit [www.travelzoo.com](http://www.travelzoo.com) to join!

### **About the Study**

Statistics presented in this press release are based on research made by the market research company GfK for the first quarter of 2017, using a representative sample of 19,000 people, and are extrapolated to represent the entire German online population of 54 million. All travel websites, except for those belonging to the transport carriers themselves (trains, airlines, car rentals), are represented in the evaluation.

### **About Travelzoo**

Travelzoo® provides our 28 million members insider deals and one-of-a-kind experiences personally reviewed by one of our deal experts around the globe. With more than 25 offices worldwide, we have our finger on the pulse of outstanding travel, entertainment and lifestyle experiences. For over 15 years we have worked in partnership with more than 2,000 top travel suppliers—our long-standing relationships allow us access to the very best deals.

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