

GIVE ME A BREAK



AFTER LONG HOLIDAY WEEKEND

# CYBER MONDAY SHOPPERS ARE READY

TO BOOK SOLO TRAVEL



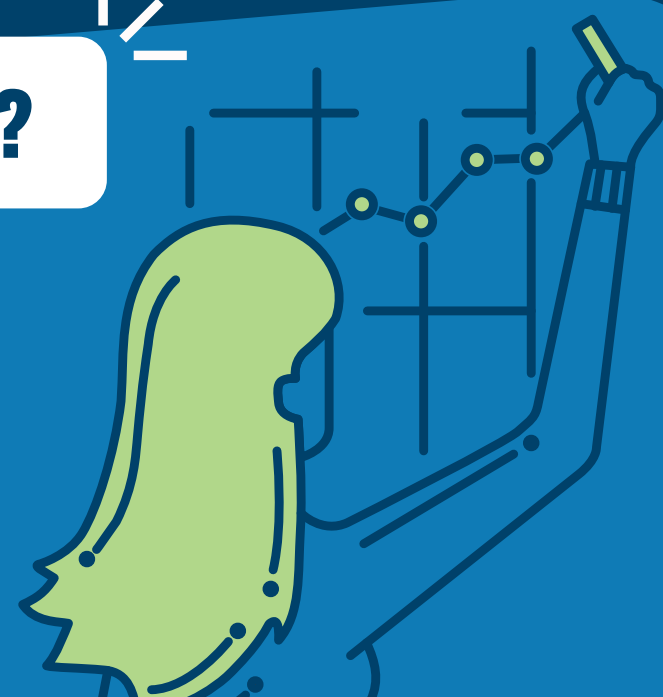
FORBES REPORTS

# 40%

of Americans say they will shop online on Cyber Monday.

## SO WHAT ARE THEY SHOPPING FOR?

In advance of this year's Cyber Monday deals, Alaska's data analysts crunched the 2015 numbers to figure out what kinds of trips last year's shoppers were most interested in.



## SOLO TRAVEL



Deal-seeking travelers are **2.5 times** more likely to book solo travel on Cyber Monday after the long holiday weekend.

Only 5% of 2015 shoppers booked trips for three or more people while 68% booked travel for just themselves.



Nearly a quarter of shoppers

# 23%

booked two-person trips.

## ADULTS ONLY, PLEASE

A hefty

# 76%

of shoppers booked trips without children.



## WEEKEND ESCAPE

A weekend in Las Vegas?  
Three days in Phoenix?

Last Year

# 37%

of Cyber Monday shoppers booked 1-4 day getaways.



## IMPULSE SHOPPING

In 2015, nearly half

# 48%

of Cyber Monday shoppers spent less than **30 minutes** shopping before they booked trips.



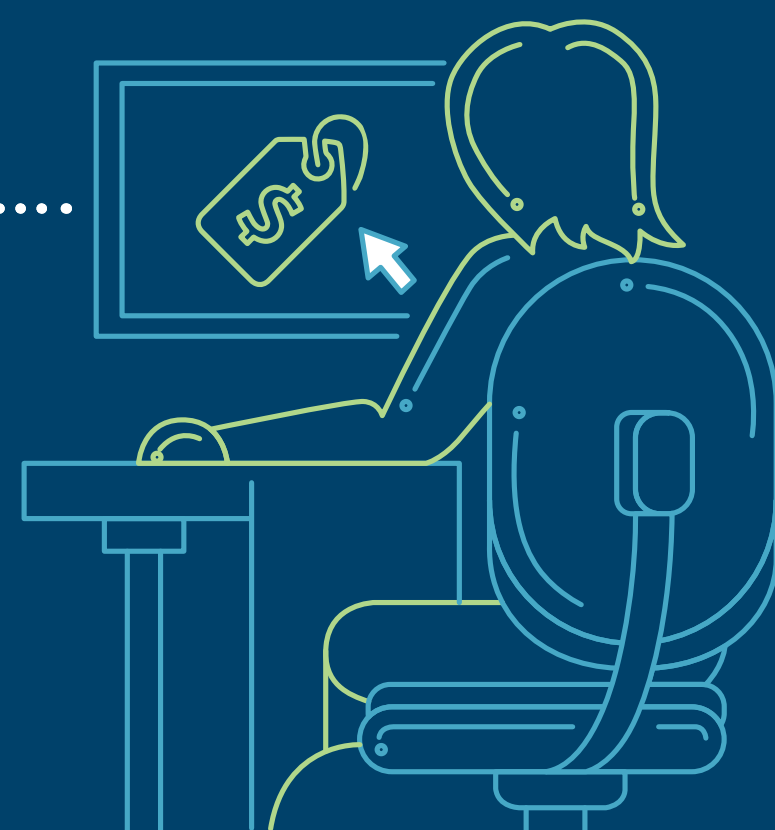
## SHOPPING DURING WORK TIME

A 2013 Retailmenot survey indicated



# 86%

of workers planned to shop for deals during work hours.



In 2015, shoppers wasted no time getting online on Cyber Monday, with most visits to [alaskaair.com](http://alaskaair.com) between 8-9 a.m., and most bookings made between 10-11 a.m.

## TOP DESTINATIONS

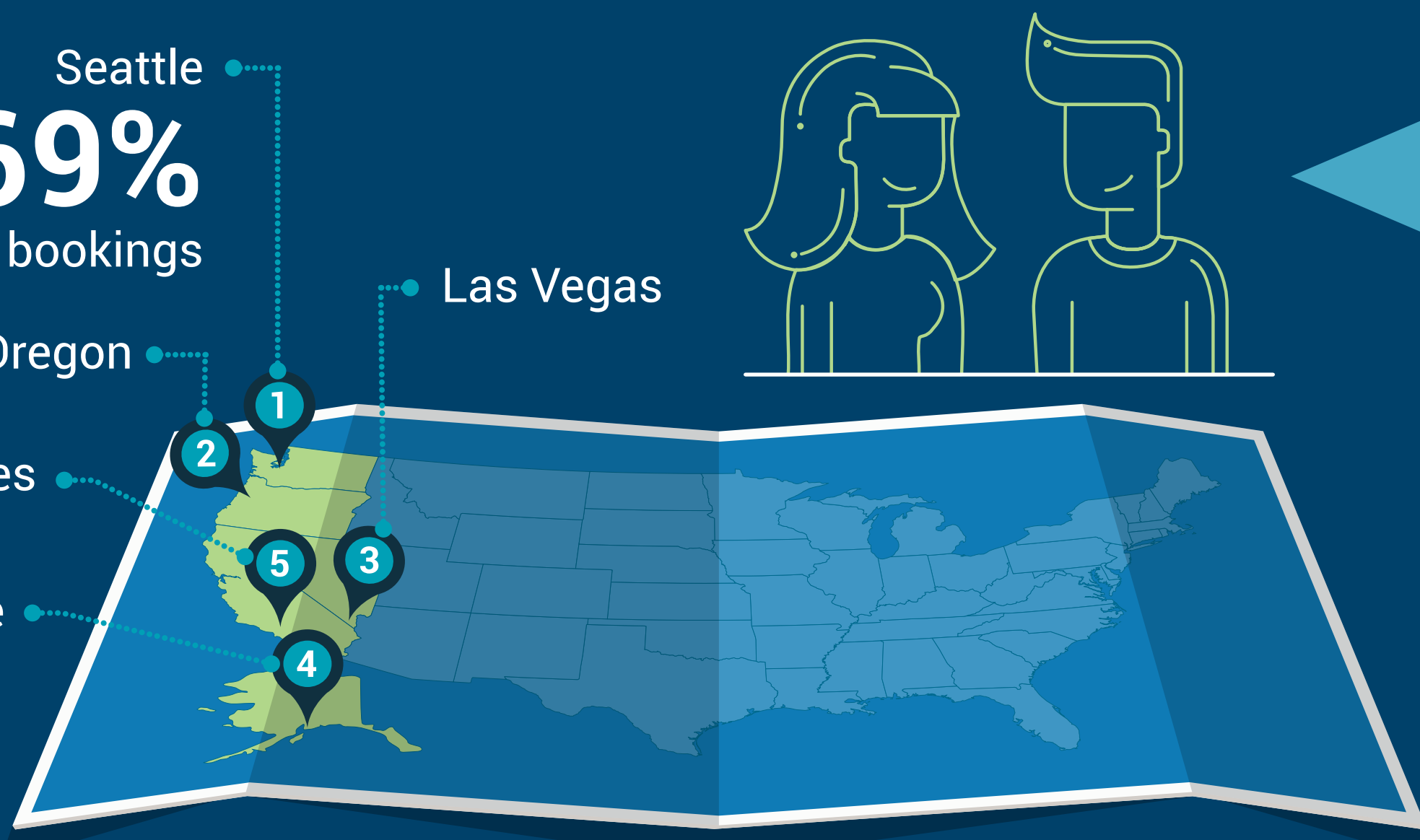
Seattle  
**69%**  
of bookings

Las Vegas

Portland, Oregon

Los Angeles

Anchorage



As for 2016's top destinations – that's a secret until Cyber Monday

