



Under embargo until: 00.01hrs Friday 1st April, 2011

WHY AIRPORTS, PLANES AND PASSENGERS SEND NINE OUT OF TEN BRITS INTO A FLYING RAGE

Nine out of ten Brits (95%) get hot under the collar when flying^[1] according to new research from [InvisibleHand](#). Overpriced airport food, queues and the person sitting behind on the plane kicking or knocking their seat, all make travellers' blood boil putting them in a bad mood before their holiday has even started:

- **Please stop kicking me! Two-thirds (65%) of people say having their seat kicked or knocked from behind is their biggest peeve when flying^[2]**
- **Over half (55%) find lack of space drives them insane when flying while 54% can't stand the person sitting in front putting their seat back^[2]**
- **Extra charges for checking-in or putting baggage in the hold makes the blood boil for two-thirds of travellers (66%)^[3]**
- **58% of holidaymakers say the cost of airport food is enough to make their stomachs turn while 54% get wound up over delays and 42% over lack of information when there's a problem^[3].**

Ever been wound up by a fellow passenger kicking the back of your seat during a flight? Well, you're not alone according to new research from [InvisibleHand](#), the free to download online shopping tool. Almost two thirds (65%) of Brits say that this is their biggest peeve when flying. In fact, it upsets people twice as much as having to pay for extra legroom (31%)^[2].

Overall, more than nine out of ten Brits (95%) get peeved by the experience of flying^[1]. Lack of personal space is one of the top bug bears, annoying over half of travellers (55%). This is closely followed by the person in front reclining their seat which sends 54% of Brits into a flying rage. Anti-social behaviour on the plane winds 49% of people up, while 41% admit to be ticked off by children making a noise or crying^[2].

And it's not just the flight itself that makes travellers' blood boil. The hustle and bustle of airports comes with its own added stresses, which also have to be contended with. Topping the list are

extra charges for things such as checking-in and putting baggage in the hold, something that irritates two-thirds (66%) of Brits^[3].

Almost six in ten people (58%) say that over-priced airport food winds them up, while delays are an irritant for over half (54%) of Brits. Unsurprisingly, given the stress of travelling, four in ten people (42%) get annoyed by the lack of information when there is a problem^[3].

Brits' top peeves about flying:

Flying peeves	% of Brits who get peeved off
1. The person behind me kicking or knocking my seat	65%
2. Lack of space	55%
3. The person in front putting their seat back	54%
4. Other passengers' anti-social behaviour	49%
5. Children making a noise/crying	41%
6. Not being able to get seats together	34%
7. Having to pay extra for legroom	31%
8. Airline food	14%
9. Not being able to get the food I ordered	7%

Source: InvisibleHand

Brits' top peeves about airports:

Airport peeves	% of Brits who get peeved off
1. All the extra charges, e.g. checking-in, putting baggage in the hold	66%
2. Over-priced food in airports	58%
3. Delays	54%
4. Queuing to check in/to collect baggage	51%
5. Lack of information when there's a problem	42%
6. Airport car parking fees	41%
7. Two hour check-in rule	39%
8. Airports being advertised as cities when they are actually miles away	25%
9. Having to check-in online	9%

Source: InvisibleHand

Robin Landy, founder of [InvisibleHand](#), says: “Holidays should be about relaxing and getting away from the daily stresses and strains faced during our normal lives. In reality nine out of ten

of us end up feeling wound up by the flight or the airport before we even get away. Our research shows that there is a host of factors that get people worked up when travelling by plane, none of which make for the best start or end to a holiday.

"One thing people needn't get stressed about is booking their holiday. By downloading and installing InvisibleHand on your computer for free, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on flights, no matter where you're searching on the web. This will help you to save both time and money as it lets you compare all the leading travel providers and websites in one place^[4]. We might not be able to stop the person sitting behind you from kicking your seat, but we can help you to identify the cheapest flights and all the annoying little extras, such as check-in fees."

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

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Note to editors:

Research referred to in the notes below was undertaken in August with the uSwitch.com Consumer Opinion Panel amongst 1,358 adults.

1. Out of 1,358 respondents, 1,292 had peeves about airports.
2. In response to: 'What are your biggest peeves when flying?' For all responses see table in release above.
3. In response to: 'What are your biggest peeves about airports?' For all responses see table in release above.
4. Providers and travel websites covered by Invisible Hand are: Expedia, Lastminute, Skyscanner, TravelSupermarket, Cheapflights, Kayak, Opodo, Ebookers, EasyJet, RyanAir, BA, Jet2, FlyBe, WizzAir, Monarch, Virgin, Thomson Airways, FlyThomasCook, Aer Lingus, eDreams, Google.

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and afares. To-date, InvisibleHand has been downloaded by over 1.5 million people and has already found savvy online shoppers over £53 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.