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WOMEN DON'T TRUST MEN TO BOOK THE SUMMER HOLIDAY

Women don't trust the men in their life when it comes to booking that all-important summer holiday, according to new research from [InvisibleHand](#), the free to download online flight finder and shopping tool. Despite the fact that men enjoy booking holidays more than women, seven in ten women still insist on taking charge (70%)^[1] with almost two in ten (19%) admitting that they don't trust anyone else to do it^[2].

Men are far more laid-back about letting their significant other book holidays – just 13% admit to not trusting anyone else to do it^[2]. They are also more laid-back about making the booking themselves with almost three quarters (72%) claiming to enjoy it compared with just half of women (52%)^[3].

But even though women seem to feel obliged to wear the trousers when it comes to booking holidays, a quarter (25%) secretly wish that sometimes somebody else would do it for them for a change. This compares to just 12% of men^[4].

Robin Landy, founder of [InvisibleHand](#), says: "Men enjoy booking holidays and women don't – this should be the perfect recipe for holiday harmony, except that women don't trust the man in their life to do it properly!"

"Looking for a holiday should be fun, but with so many different travel and flight operators out there, finding and booking flights can be a long and arduous process. However, using a free tool like InvisibleHand will take the hard work out of searching for the cheapest prices, automatically comparing all flights on the internet so you don't have to."

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 below was undertaken in March 2010 with the uSwitch.com Consumer Opinion Panel with 1,405 adult respondents.

1. In response to: 'Who usually takes responsibility for finding and booking the holiday?'
2. In response to: 'Do you mind being responsible for booking the holidays?' 19% of women said they would trust anyone and 13% of men said they wouldn't trust anyone else to book their holiday.
3. In response to: 'Do you mind being responsible for booking the holidays?' 72% of men say they enjoy sorting out travel arrangements compared to 52% of women.
4. In response to: 'Do you mind being responsible for booking the holidays?' 25% of women sometimes mind being responsible for booking and said it would be nice for someone else to sort for a change compared 12% of men.

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 airfares. To-date, InvisibleHand has been downloaded by over 1.6 million people and has already found savvy online shoppers over £58 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.