

Online travel in Europe

Use of the internet for online booking as opposed to simply 'looking' – gathering information prior to booking a trip – is growing very fast in Europe, especially for flights and accommodation. This means that more than one third of total outbound trip volume in these markets now involves online booking for at least part of the trip, and it is over 50% in certain markets. The equivalent share was just 19% in 2003.

Date: 2007-02-26

Article link: <http://www.tourism-review.com/travel-tourism-magazine-online-travel-in-europe-article87>