

New survey reveals the online travel habits of UK consumers

Only seven per cent research and buy their holidays from travel agents on the high street and one per cent book on Teletext. Nine per cent of internet users book their holidays on the high street after researching online and a further 17 per cent research holidays online then book over the telephone proving that the internet is the most important channel for researching and buying holidays.

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<http://www.tourism-review.com/travel-tourism-magazine-new-survey-reveals-the-online-travel-habits-of-uk-consumers-article97>