

Some trends in the European online travel market

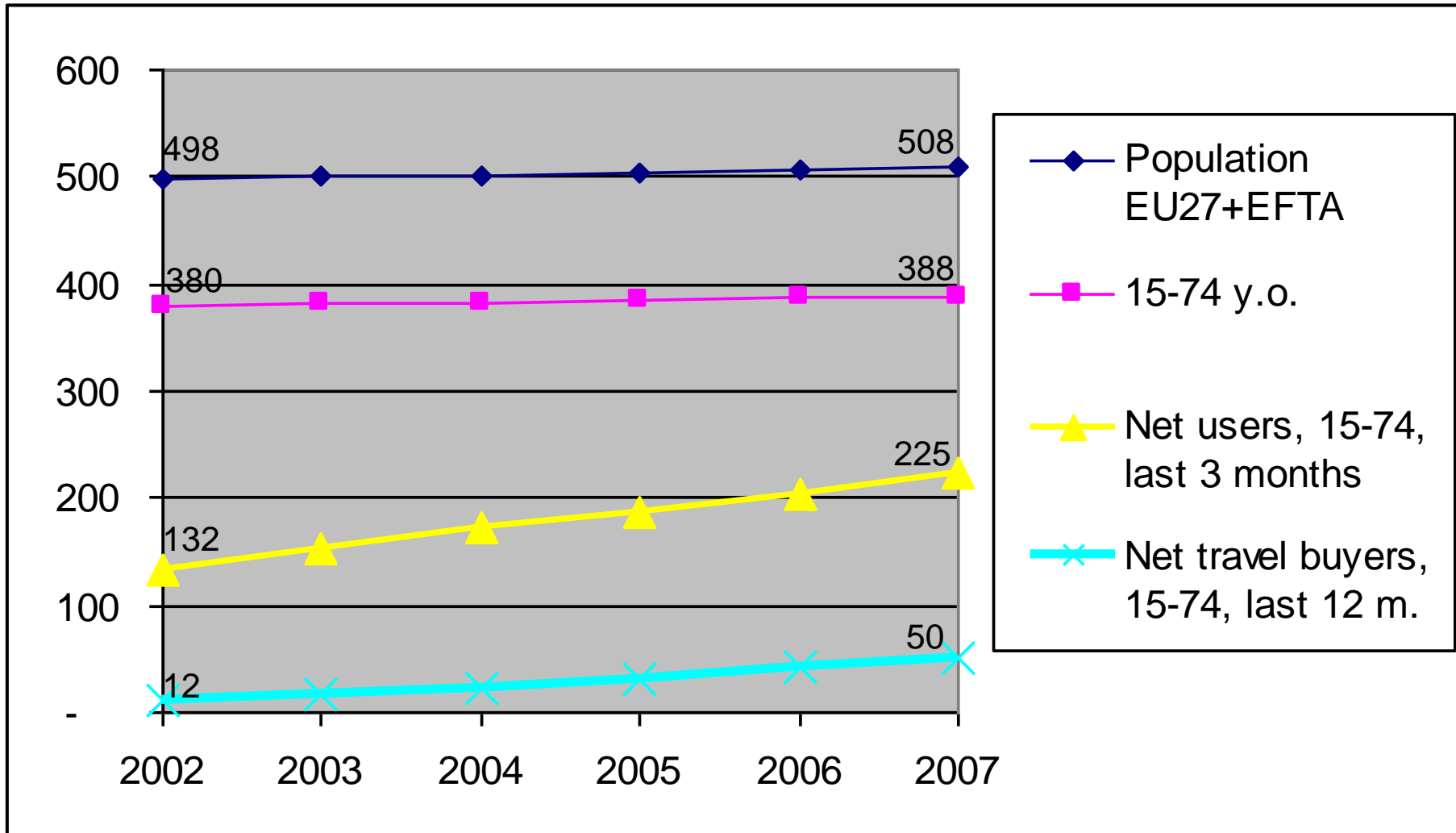
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www.crt.dk/trends

Online: 28 Jan. 2008

Overview

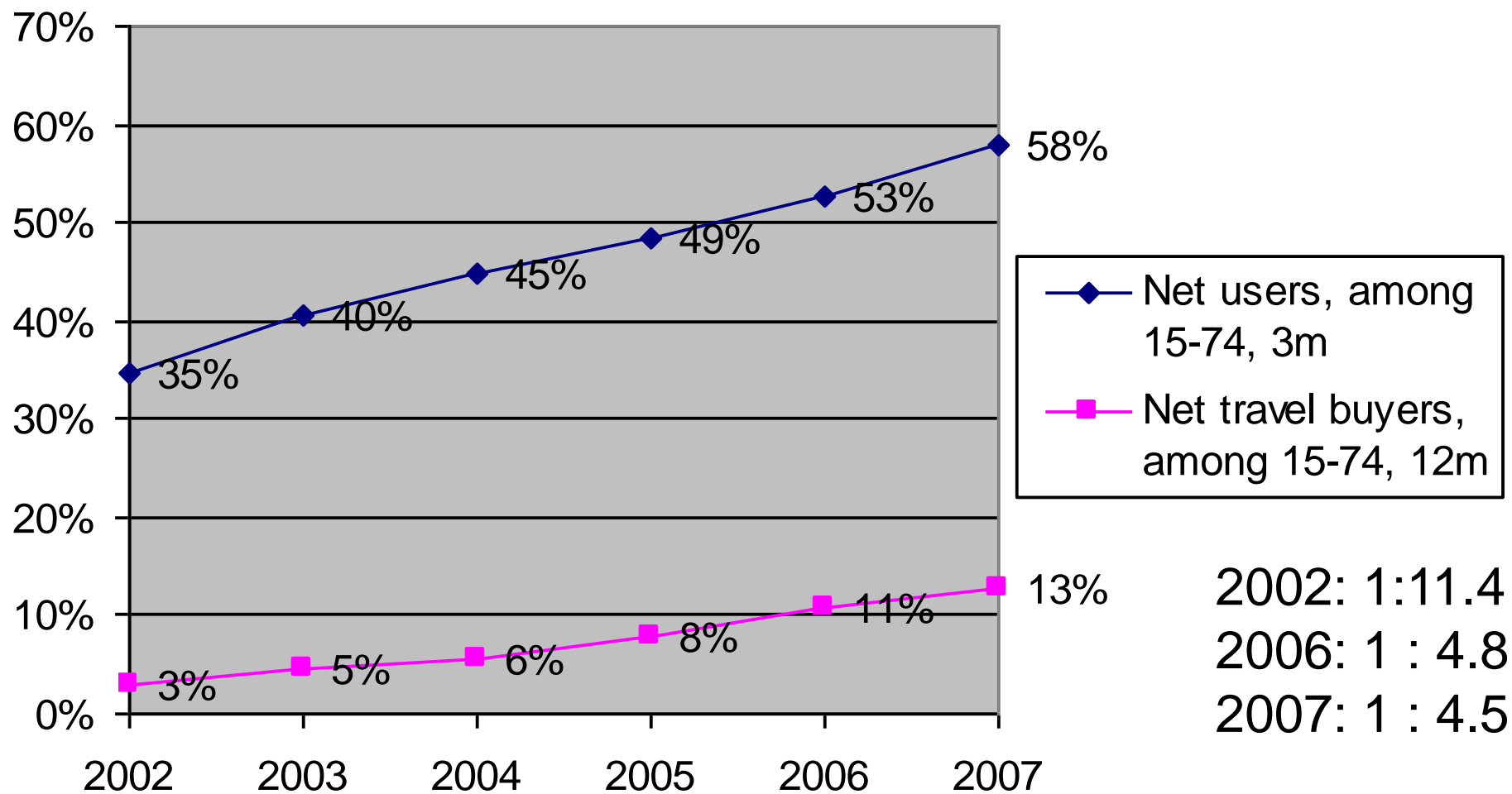
- Review of recent online travel buyer nos.: Eurostat
- **An update of online travel market estimates by CRT**
- Comparison: CRT / Eurostat = EUR per buyer
- Summary

Population, Internet users and online travel buyers in Europe '02-'07 (mill.)



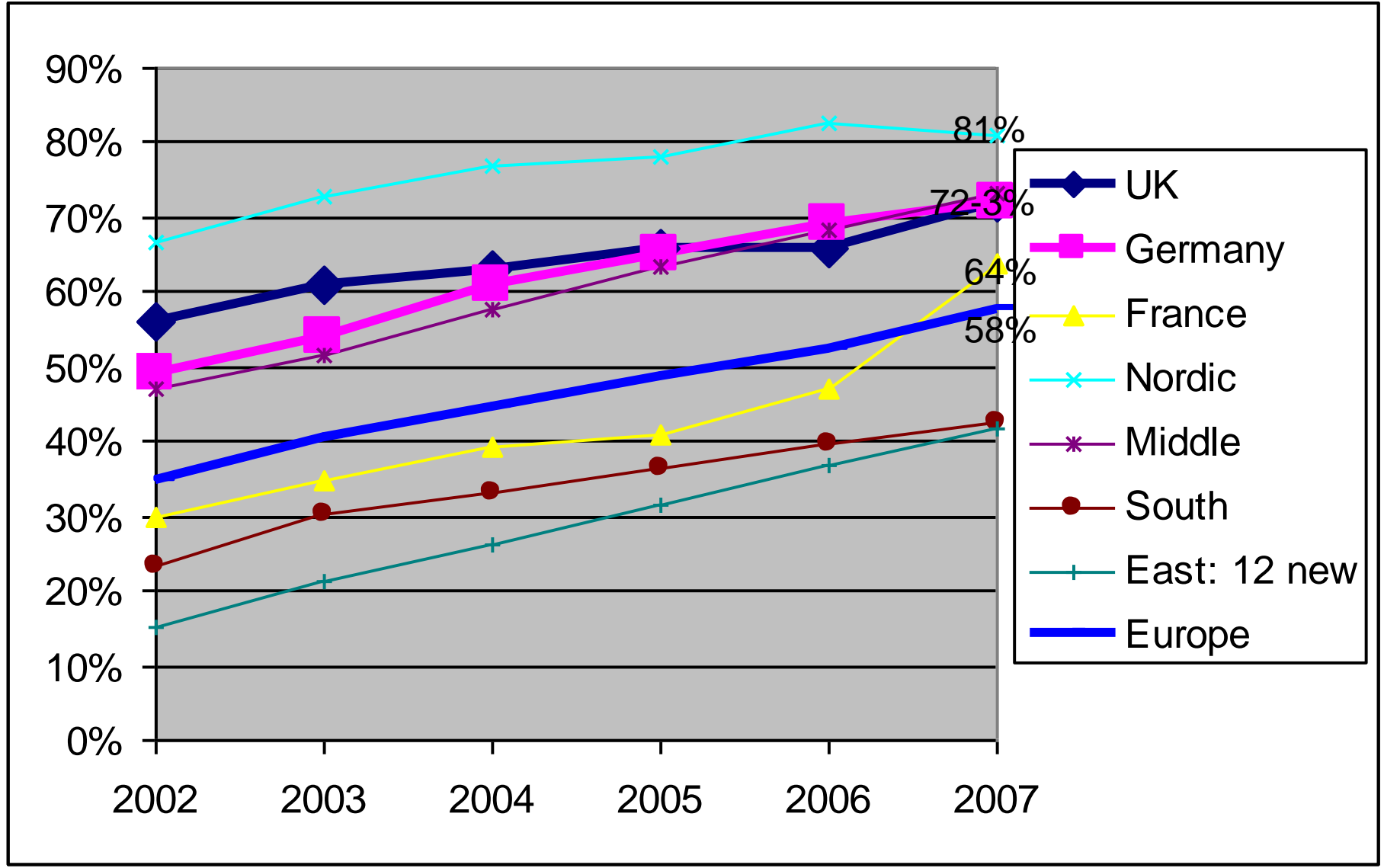
Source: Based on Eurostat (supplemented by ITU), compiled by CRT, 28 Jan. 2008.

Percent of Internet users (3m) and online travel buyers (12m) in Europe among 15-74 y.o.



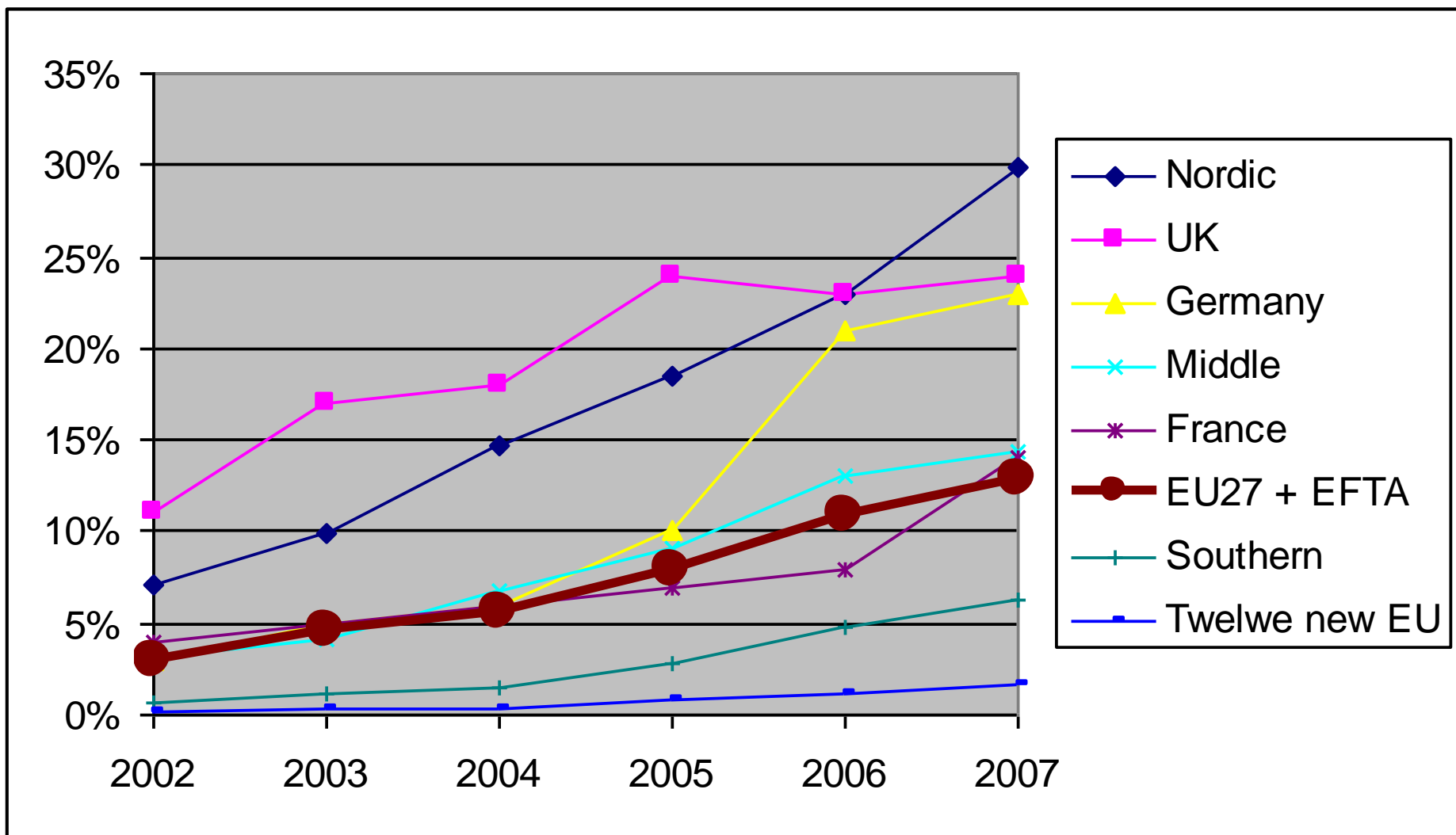
Source: Based on Eurostat (supplemented by ITU), compiled by CRT, 28 Jan. 2008.

Internet users (3m) in percent of the population aged 15-74 by country / region in Europe



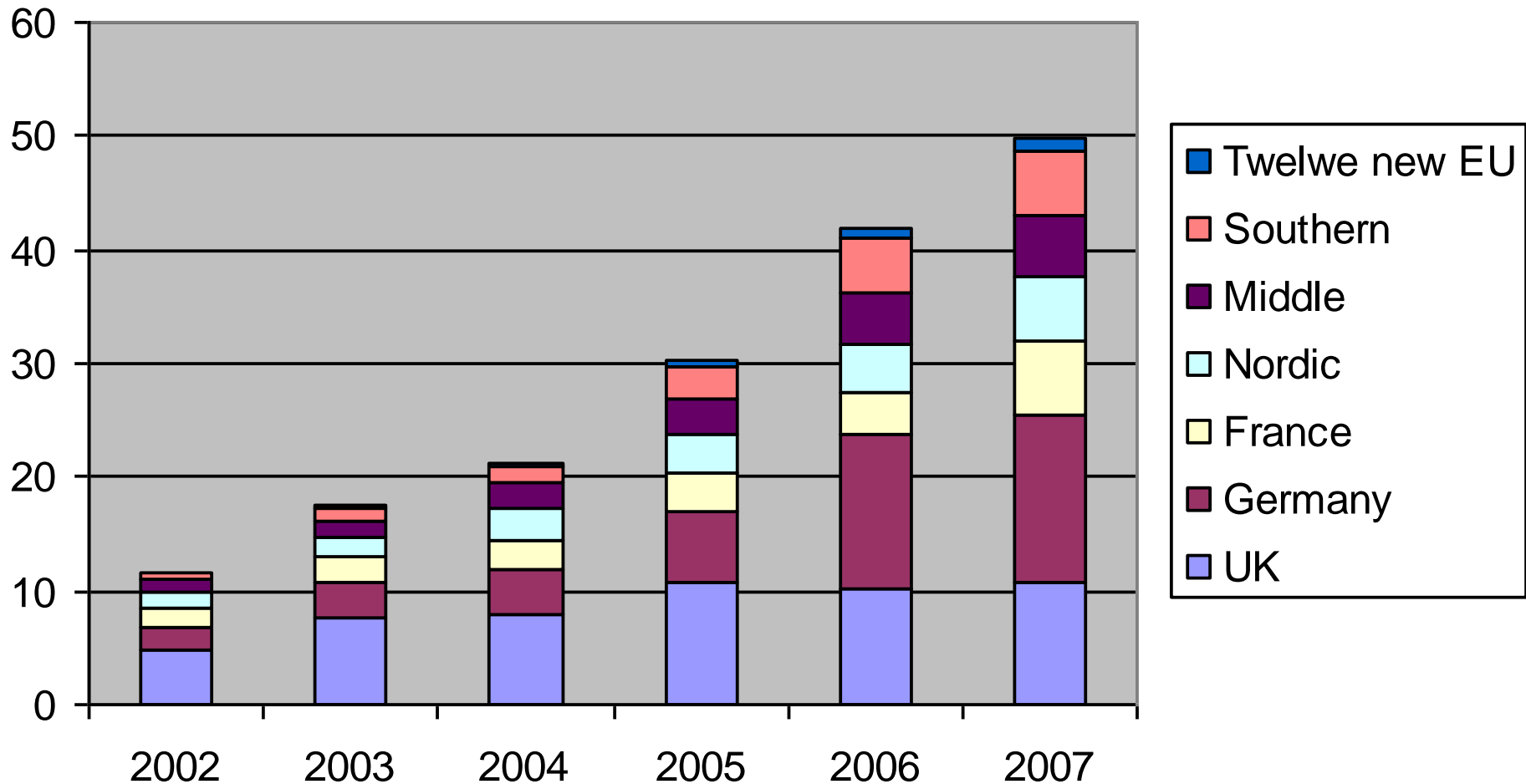
Source: Based on Eurostat (supplemented by ITU), compiled by CRT, 28 Jan. 2008.

Online travel buyers in percent of the population aged 15-74 by country / region in Europe



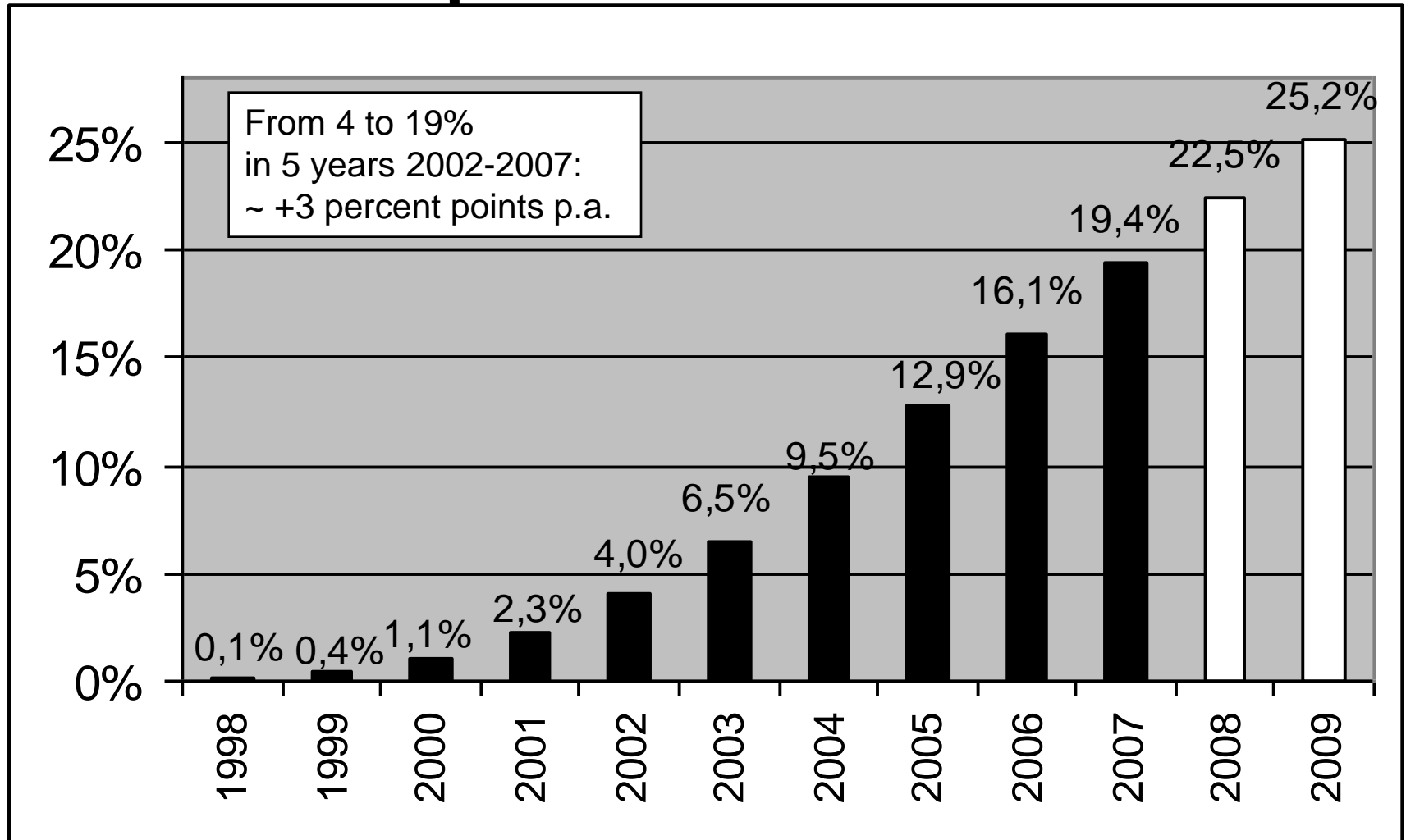
Source: Based on Eurostat, compiled by CRT, 28 Jan. 2008.

Online travel buyers in Europe (EU27+EFTA), 2002-2007 (millions)

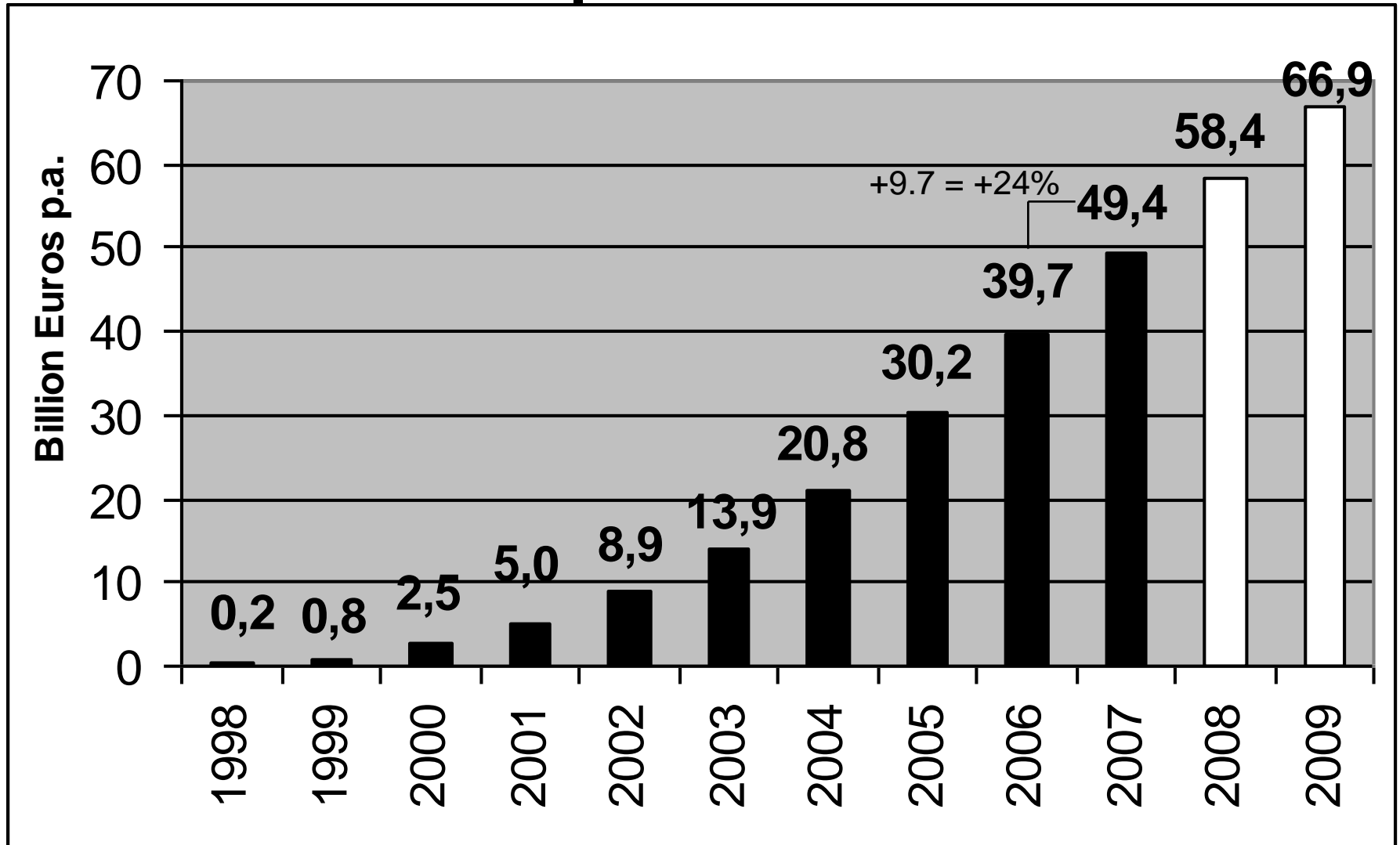


Source: Compiled by CRT, mainly based on Eurostat, 28 Jan. 2008.

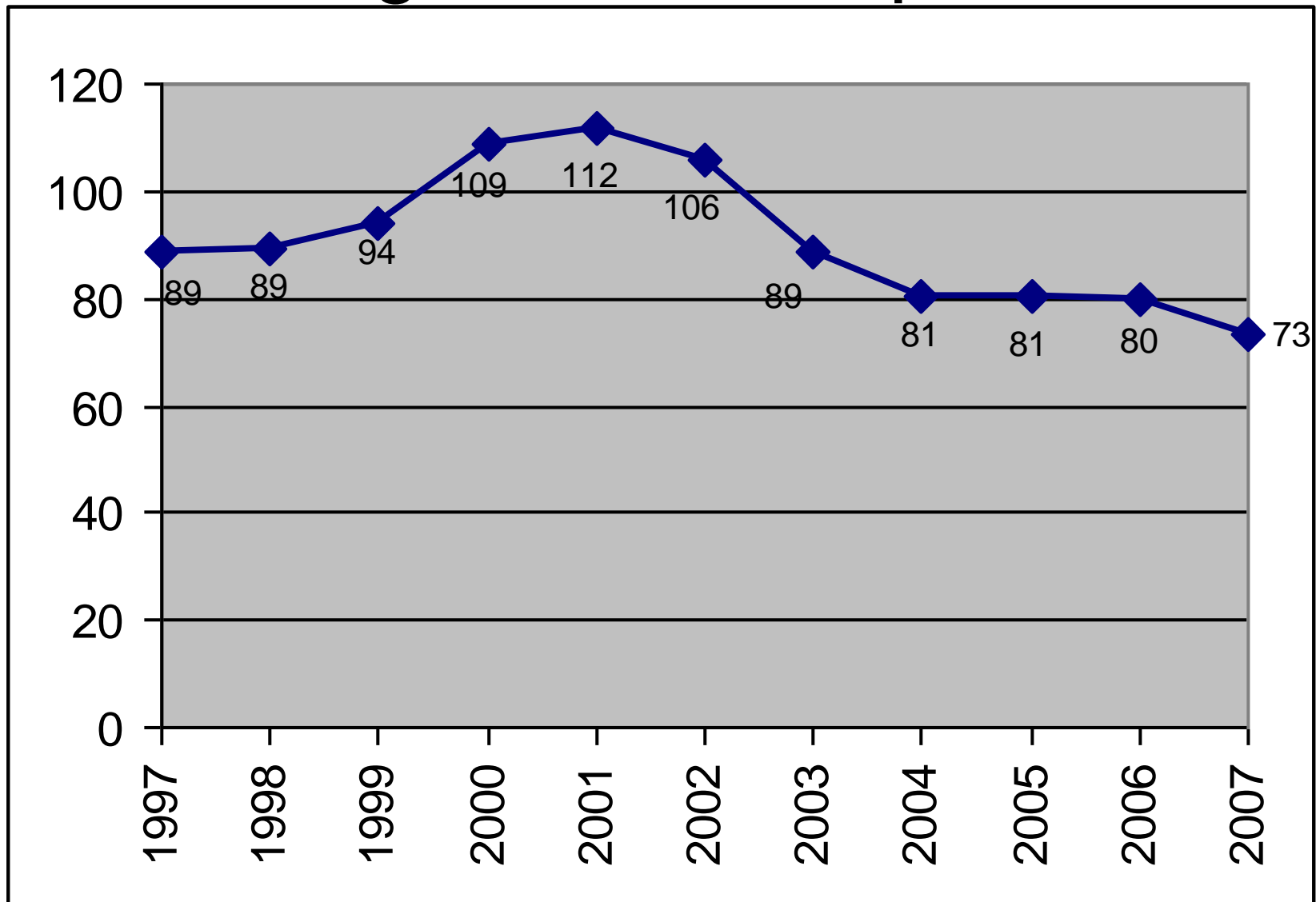
Trends in overall online travel market – in percent of the total travel market - Europe 1998–2007..2009



Trends in overall online travel market size - Europe 1998–2007..2009

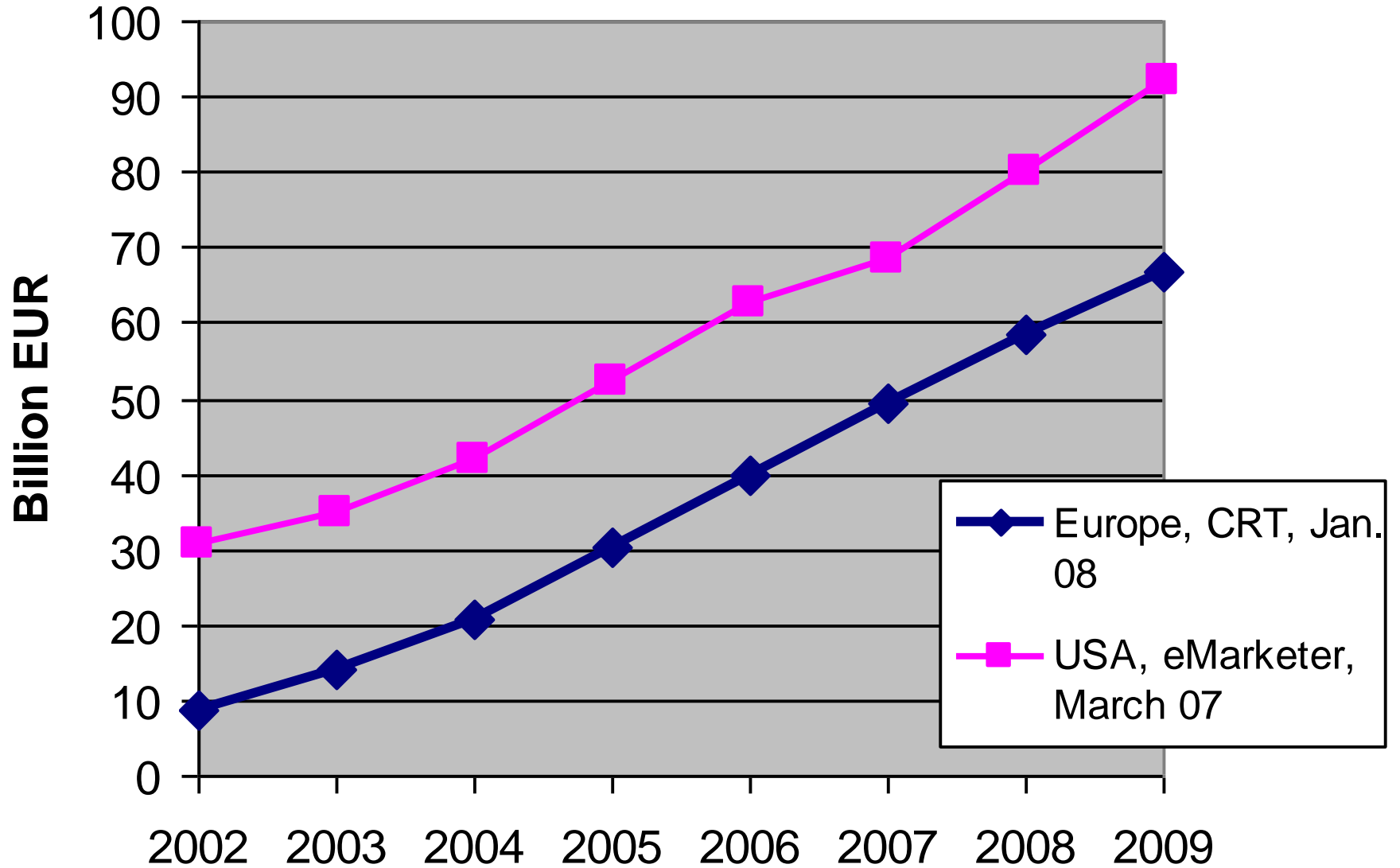


Exchange rate: EUR pr. 100 \$

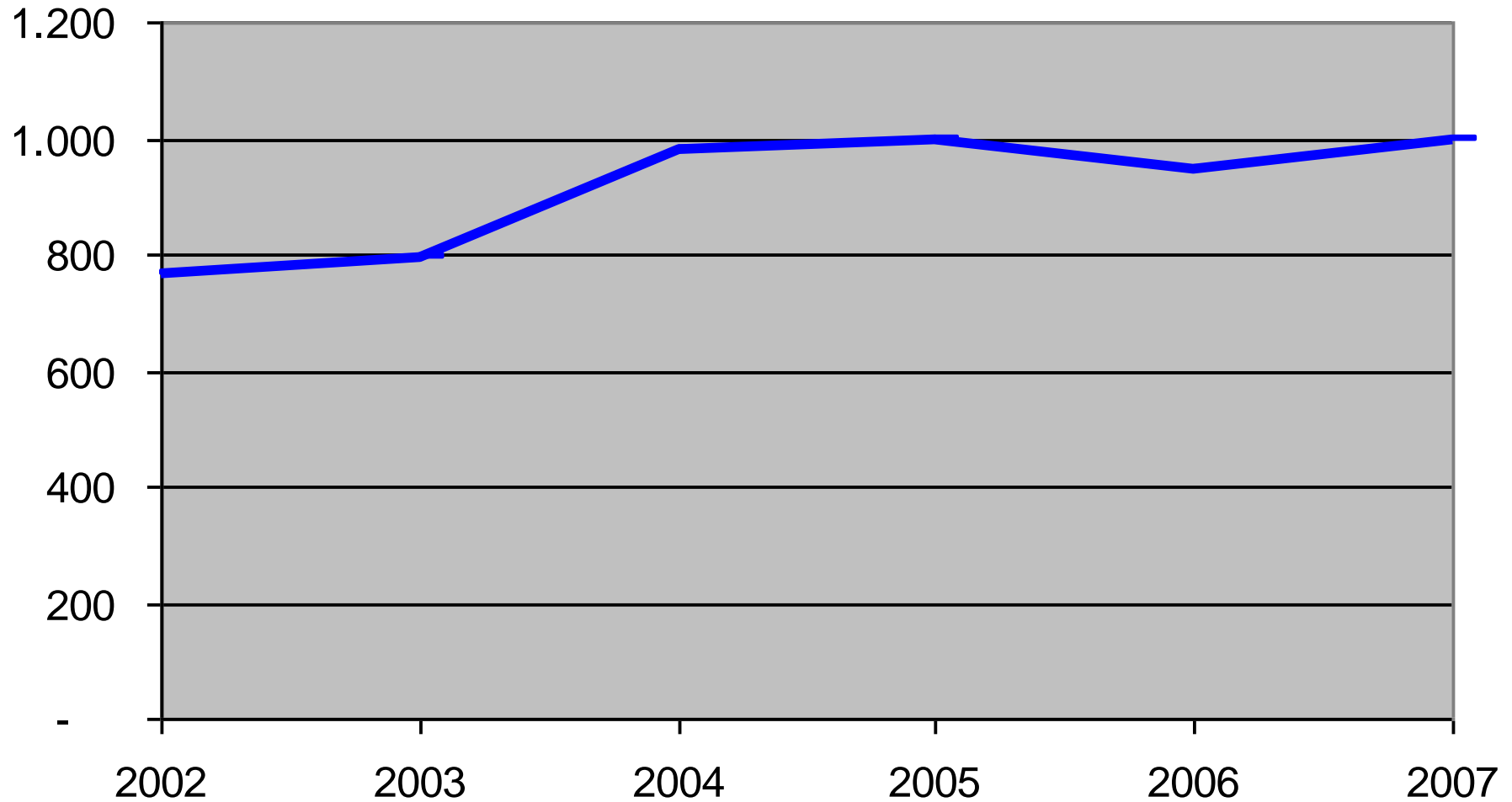


Source: Danish National Bank - (rounded)

The online travel market (in Euros) in Europe compared with the USA

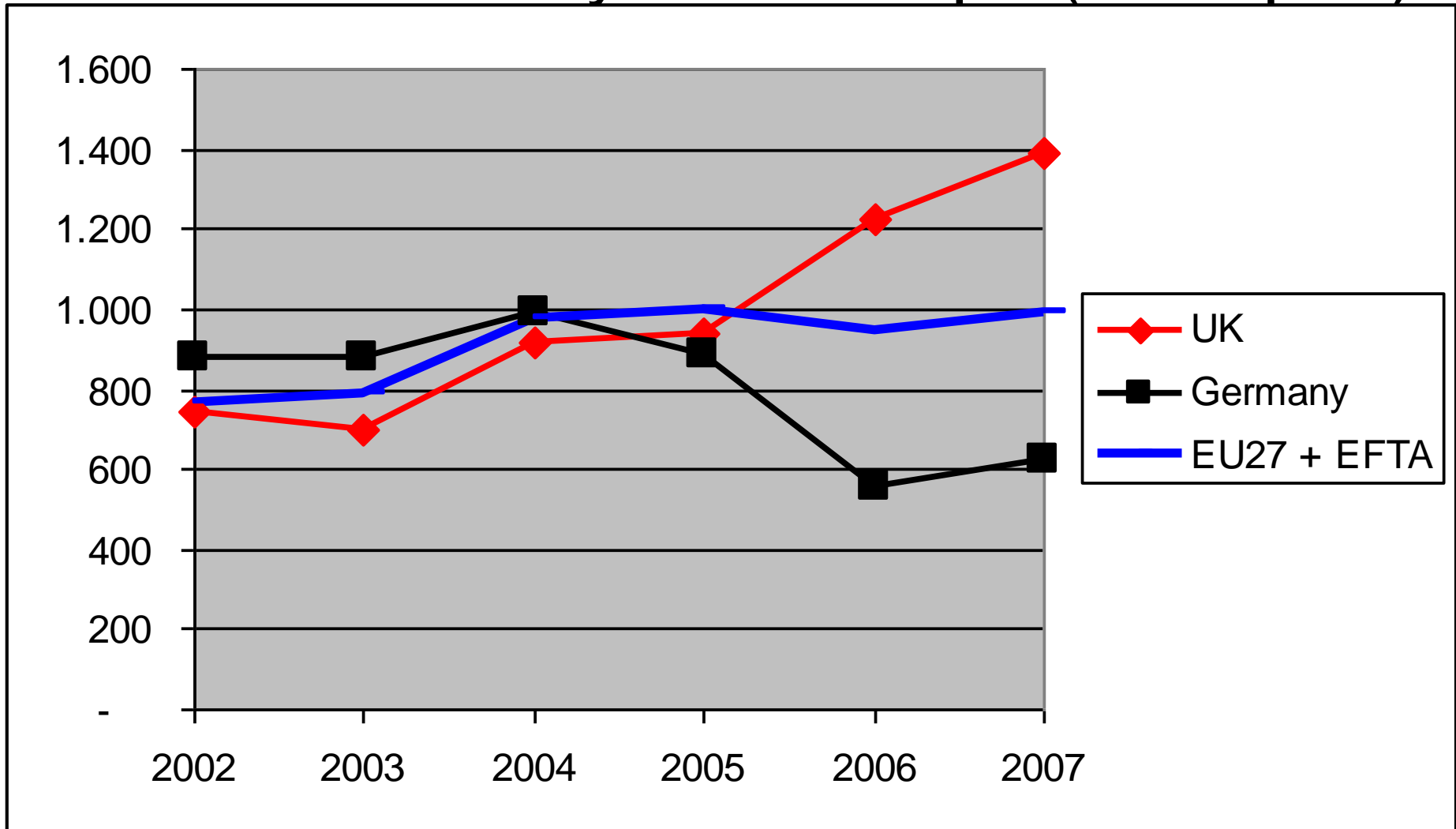


Apparent online travel spending per online travel buyer in Europe (EUR p.a.)

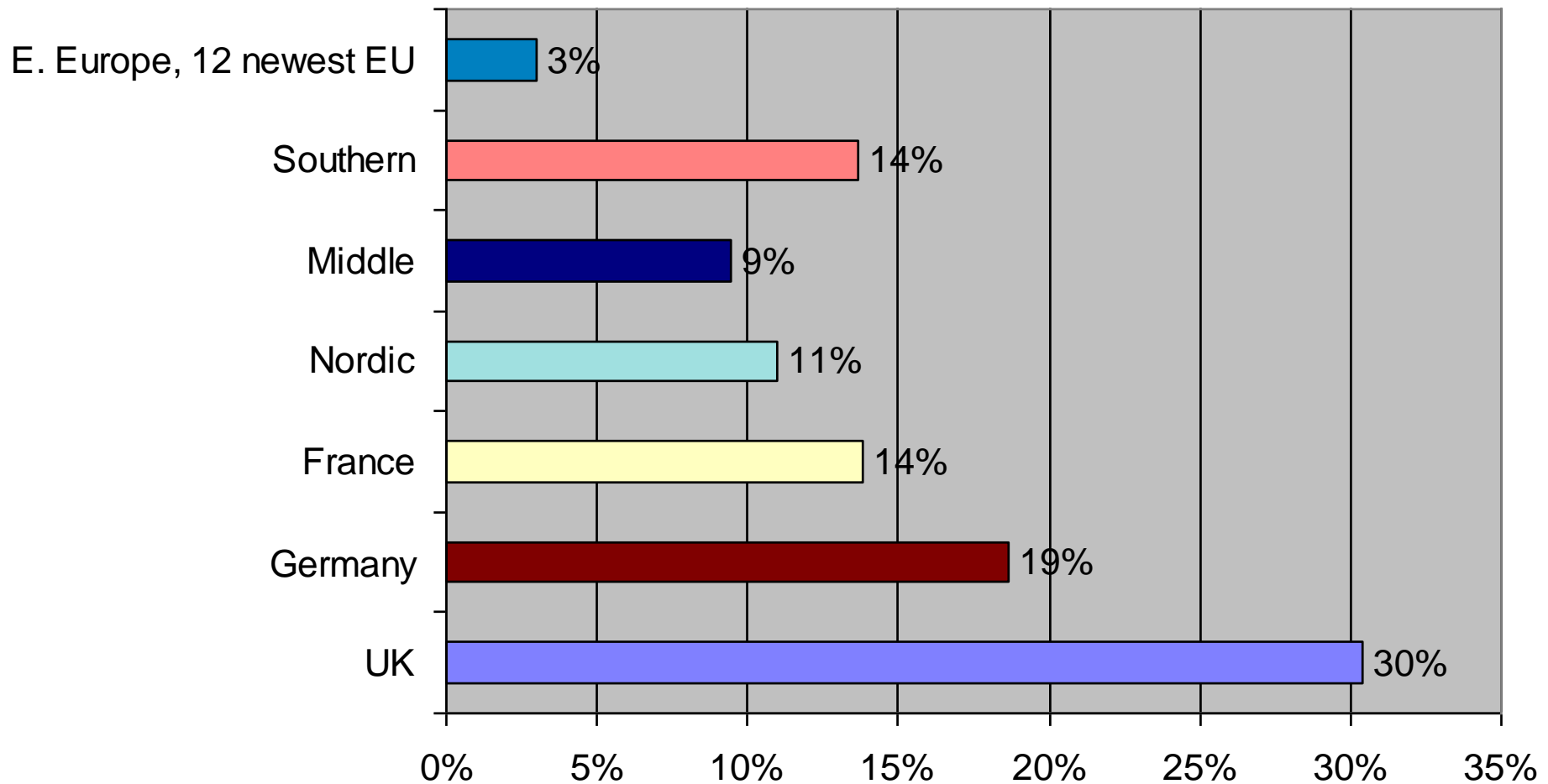


Source: Online travel market according to CRT divided by number of online travel buyers (Eurostat), 28 Jan. '08

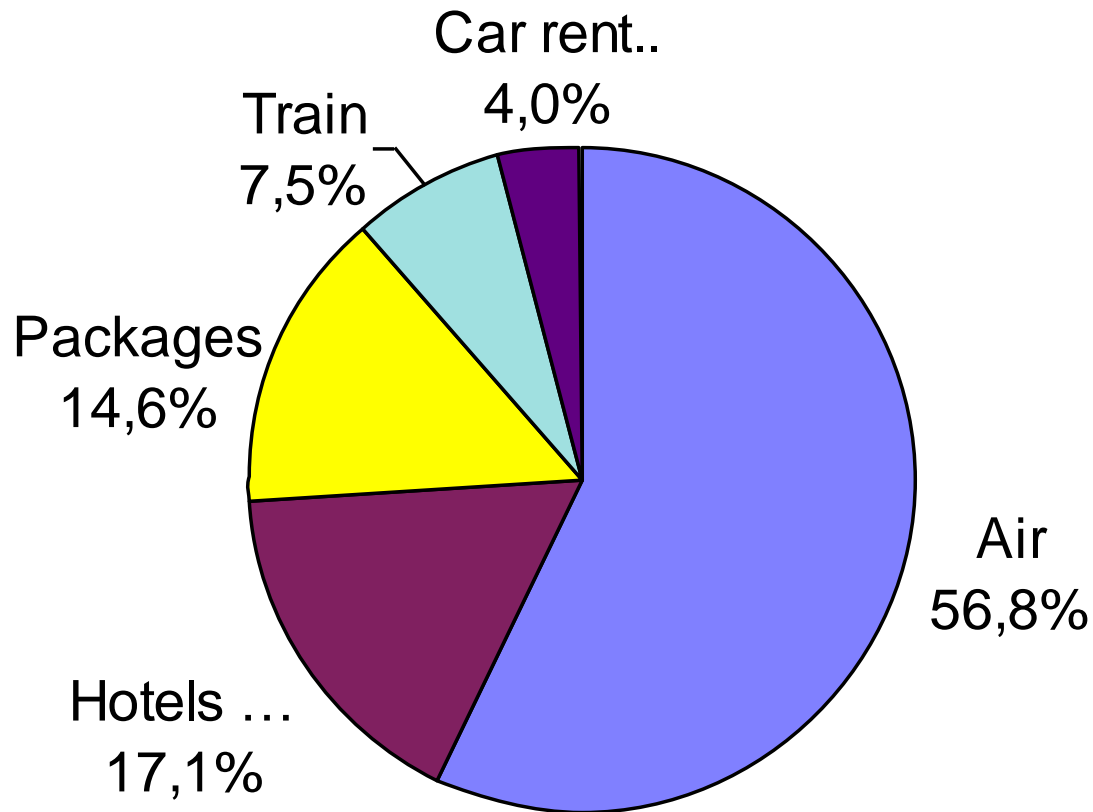
Apparent online travel spending per online travel buyer in Europe (EUR p.a.)



Geographic status for the European online travel market 2007 (EUR 49.4 bn.)



The European online travel market - by type of service (EUR 49.4 bn., 2007)



Some conclusions

- The UK remains the largest online travel market in Europe, with Germany in second place. These two markets accounted for 49% of the EUR 49.4 bn. European online travel market in 2007.
- The European online travel market grew by 24% during 2007, and a further increase of 18% may be expected during 2008.
- The European online travel market (including the 12 newest EU member countries) may reach EUR 67 bn. by 2009, which is about 25.2% of the total market for selected travel and tourism services.

Online reference: www.crt.dk/trends

Last updated: 28 Jan. 2008.