

Internet Shakes Up The Holidays Market

Just ten years ago when someone wanted to go on vacation or book a business trip they would contact a travel agent to make the arrangements or contact the specific destination to make reservations or plans.

However, the development of the Internet has changed how people plan for their vacations, as more and more individuals everyday choose to utilize online booking methods to make the necessary arrangements for their time away. In fact, a recent study indicated that over 50 percent of individuals in most European countries now use online booking to make travel plans. There are several reasons that online booking has become so popular.

One of the main advantages consumers have by using online booking is the fact that it is very easy to make the necessary reservations and arrangements. Instead of having to contact a number of different businesses to secure lodging, dining and entertainment, an individual can quickly do everything online through an online booking website. This has provided more individuals with the option to travel due to the fact it is no longer complicated to plan a trip.

In addition to being easy, individuals also have convenience when using online booking. Various websites allow an individual to book their holiday or trip any time during the day or night. This can be especially beneficial if an individual doesn't have time during the day due to their current job to plan their vacation.

Having the ability to compare prices to find the best deal is also a major reason many individuals use online booking. Instead of having to contact different businesses or pay a travel agent to find the best rate, individuals can now do this on their own by using their computer - research shows that the average online user, who is planning a vacation, visits two or more travel websites before making actually booking the trip. Doing so allows them to compare the cost of different airlines, hotels, restaurants and more. In addition, they can easily change dates and times to see how this affects their cost. This can be very helpful for individuals and families on a tight budget.

A good example is this winter for the UK market when travel sites experienced a boom in visitors looking to book a holiday, destinations such as Tenerife which are warm in the winter did well, and many people booked their holidays and [Tenerife flights](#) online, with a choice of flight arrival and departure times, often from a regional airport close to home.

Many people also choose to use online bookings due to the fact they can see pictures of where they will be or what they will experience. This is especially true when individuals are making reservations for hotels and villa holidays. They want to be able to see exactly what the place looks like to ensure they are staying somewhere that meets their needs. While a brochure or travel piece may have a few pictures, online holiday websites often have several pictures of the different aspects of the hotel as well as virtual tours for anyone interested that often provide a 360 degree tour of the facility.

About the Author

For holidays information about Tenerife, including a range of companies who offer [Tenerife holidays](#) visit [YourTenerife.net](#)

Included in the holidays and flights guide are for those on a budget but still looking for a good hotel, 3 and 4 star [cheap Tenerife hotels](#)

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