

New Report Shows Growing Trend in Online Travel Bookings - Mega.co.uk



Released on: October 25, 2011, 2:57 pm

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Industry: [Travel](#)

For a struggling UK high street the news could not be worse. In recent years supermarket giants have battered the high street with many independent retailers going under as customers desert the high street butchers and bakers. Now a leading travel report shows that the high street travel market is now feeling the heat.

Around 2000 UK patrons took part in the survey which was conducted by ABTA (Association of British Travel agents) and the findings showed that a whopping 45% of us are using the internet to book our travel arrangements with only 26% opting for the personal service that is offered on the high street.

Furthermore, a trend against overseas holidays has continued and while Spain is still the firm favourite among UK holidaymakers other destinations such as France and Greece have been overtaken in popularity by the UK in news that is bound to worry eurozone areas reliant on UK tourist business.

A spokesman for discount code website Mega.co.uk stated: "the trend against the high street is certainly to be expected. We are seeing huge increases in travel traffic as users look for better deals on their

holidays. Online travel agents are falling over themselves to give the [Mega](#) travel team discount codes and special deals to keep their booking levels up. Some online agents are offering savings of up over 20%. With rents and other costs to pay we are not sure the high street can compete on price which will make life even more difficult.”

Is it to late for the high street travel agent to bounce back? We certainly hope not, but unless the economy bounces back soon we could see more “To Let” signs popping up in 2012.

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