

# Some trends in the European online travel market

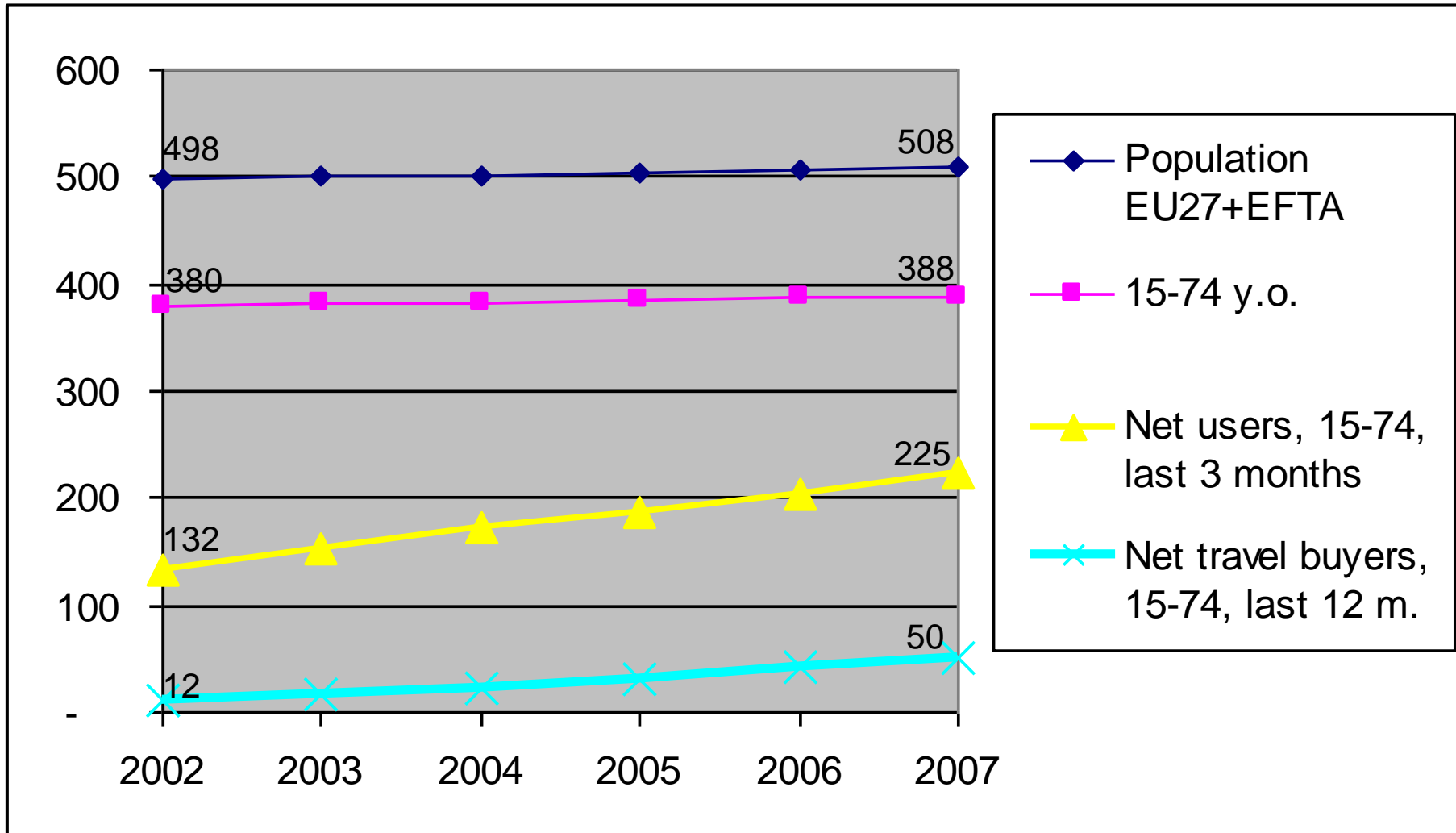
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[www.crt.dk/trends](http://www.crt.dk/trends)

Online: 28 Jan. 2008

# Overview

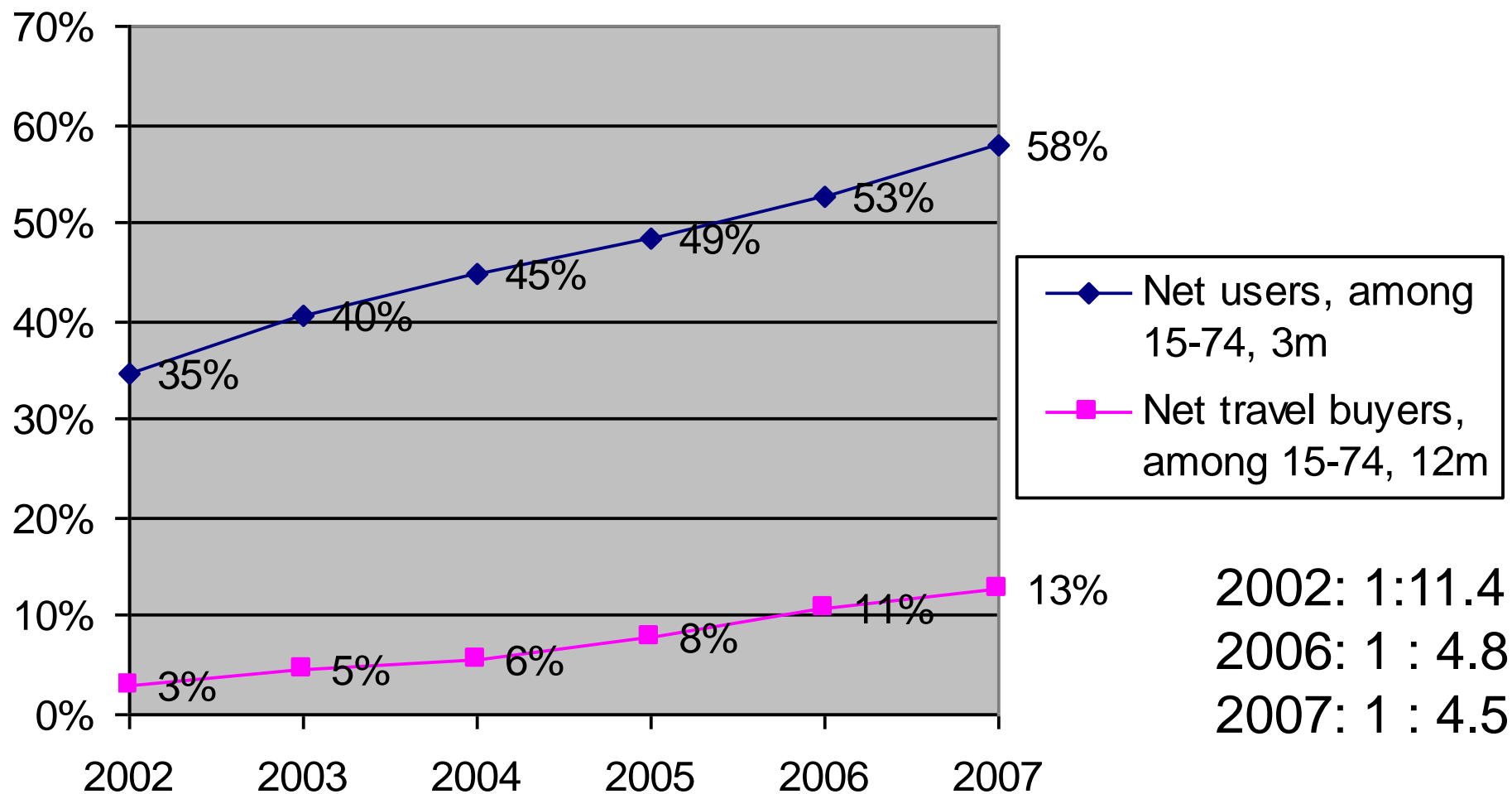
- Review of recent online travel buyer nos.: Eurostat
- **An update of online travel market estimates by CRT**
- Comparison: CRT / Eurostat = EUR per buyer
- Summary

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

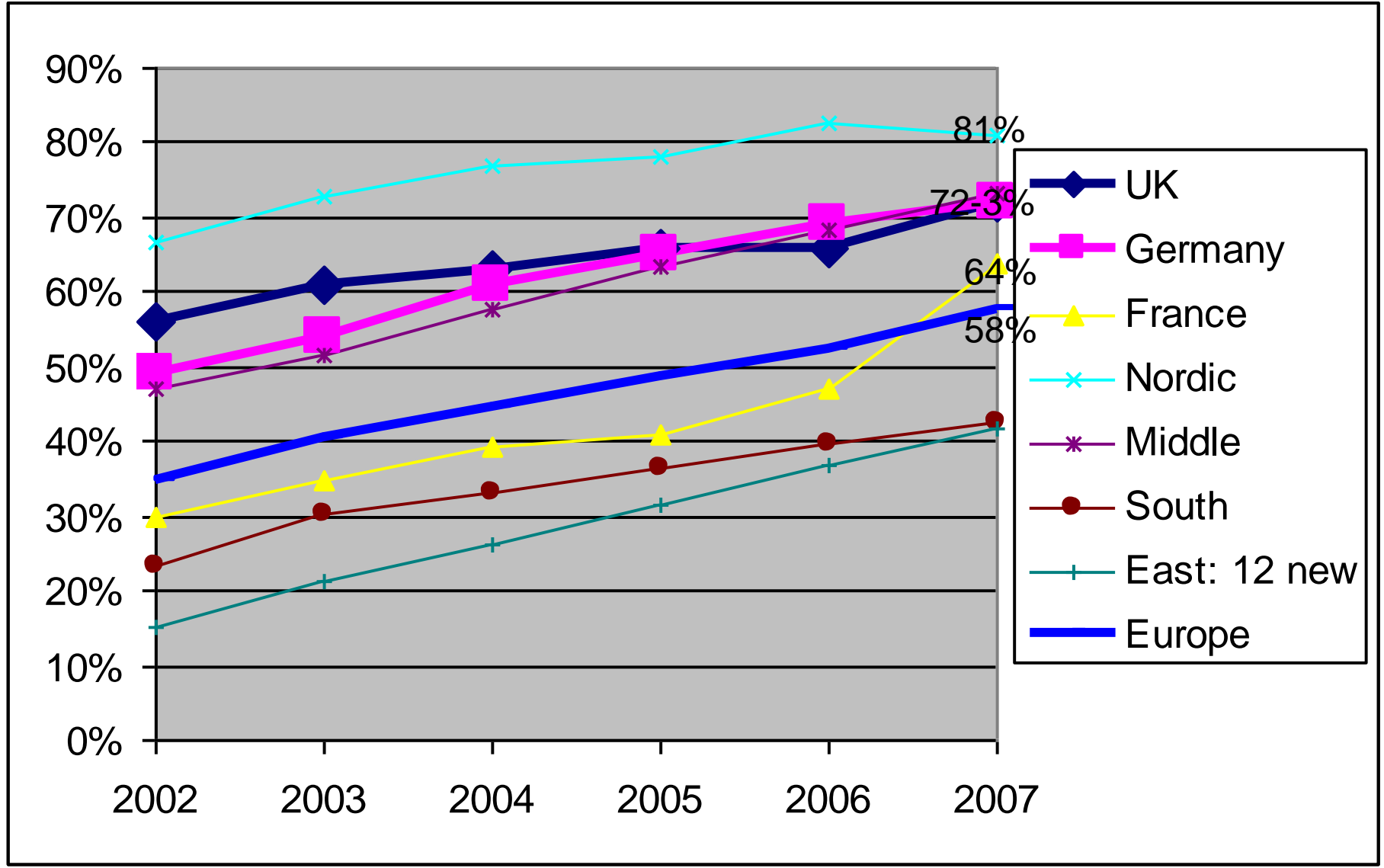


Source: Based on Eurostat (supplemented by ITU), compiled by CRT, 28 Jan. 2008.

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

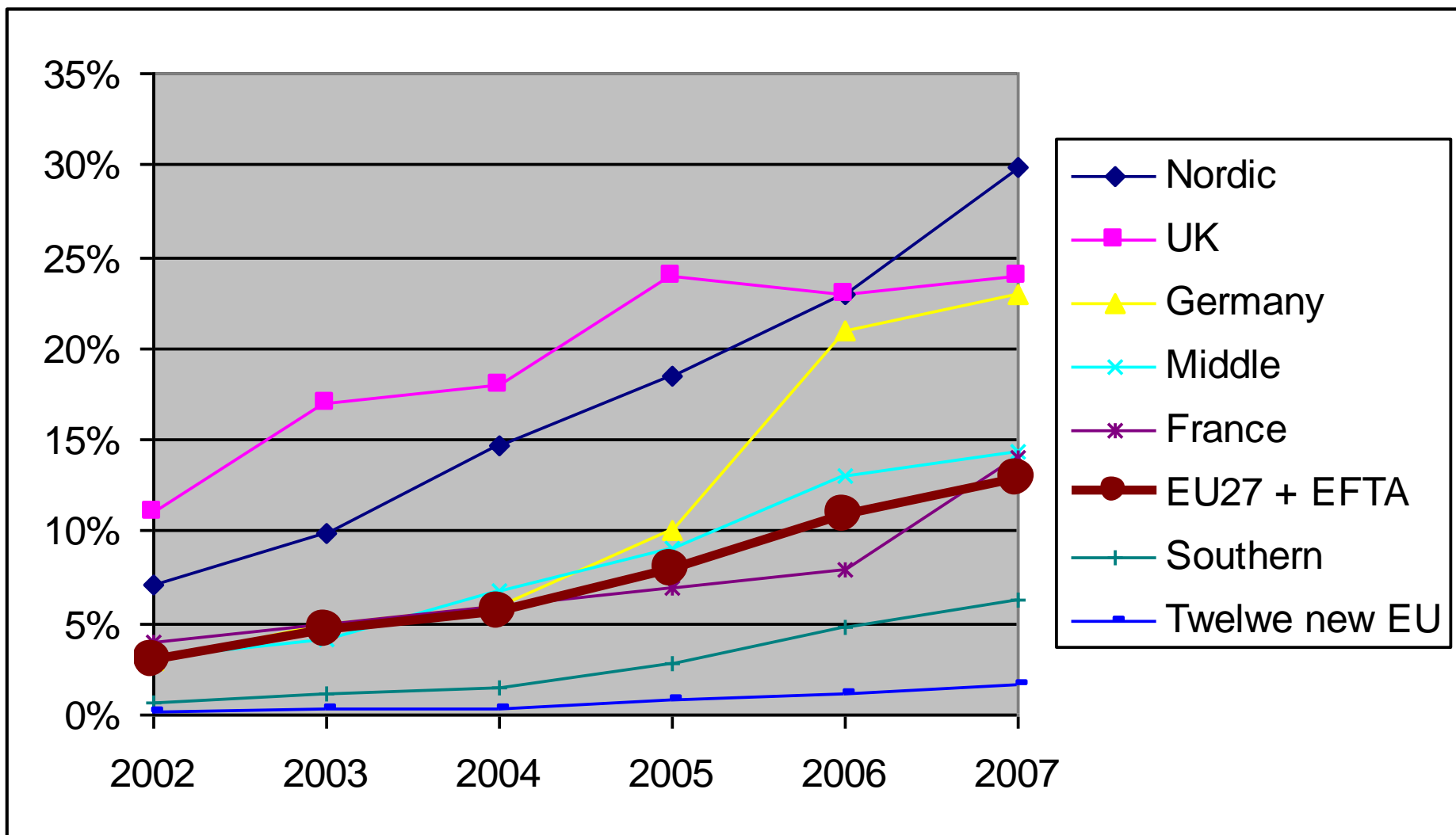


# Internet users (3m) in percent of the population aged 15-74 by country / region in Europe



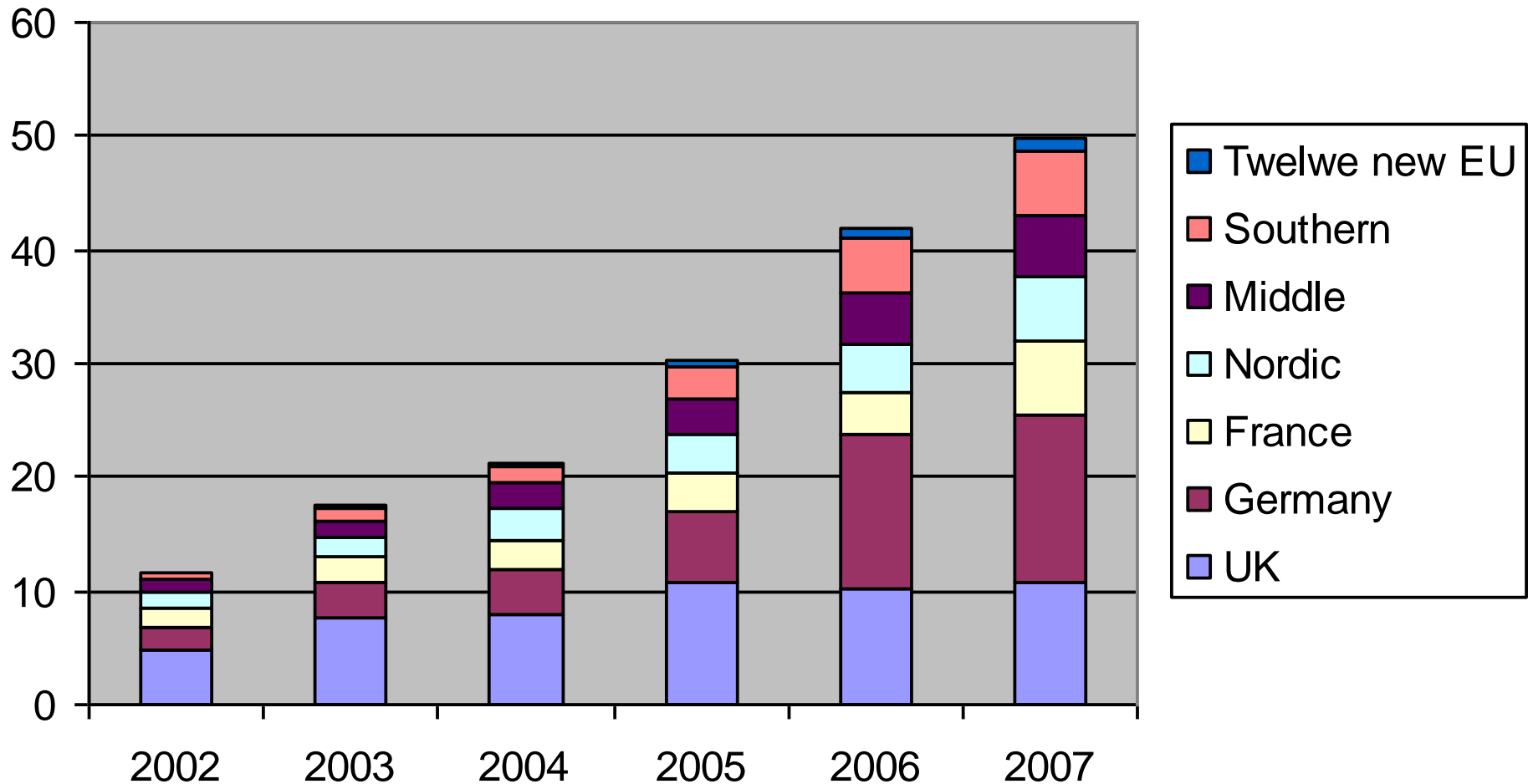
Source: Based on Eurostat (supplemented by ITU), compiled by CRT, 28 Jan. 2008.

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



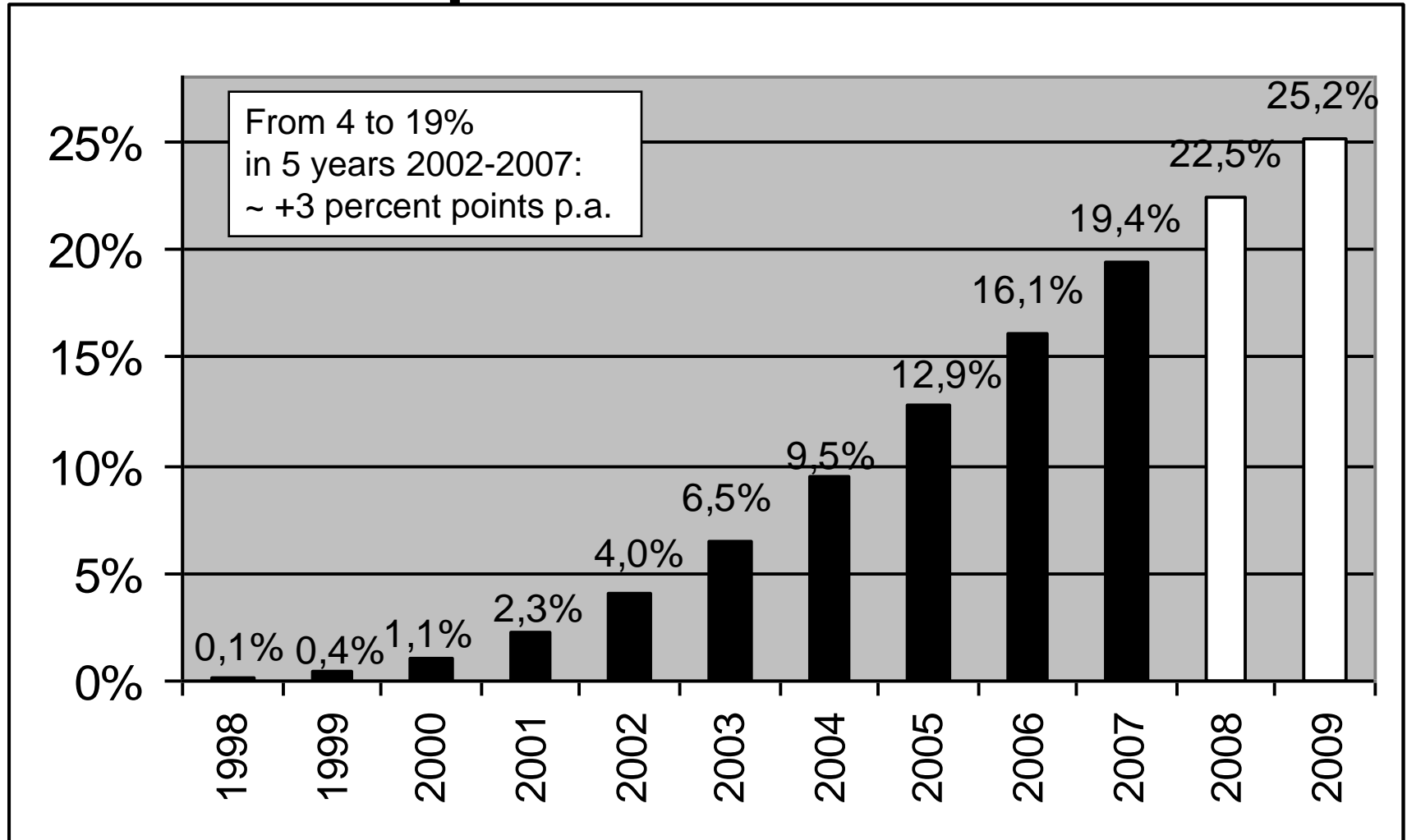
Source: Based on Eurostat, compiled by CRT, 28 Jan. 2008.

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



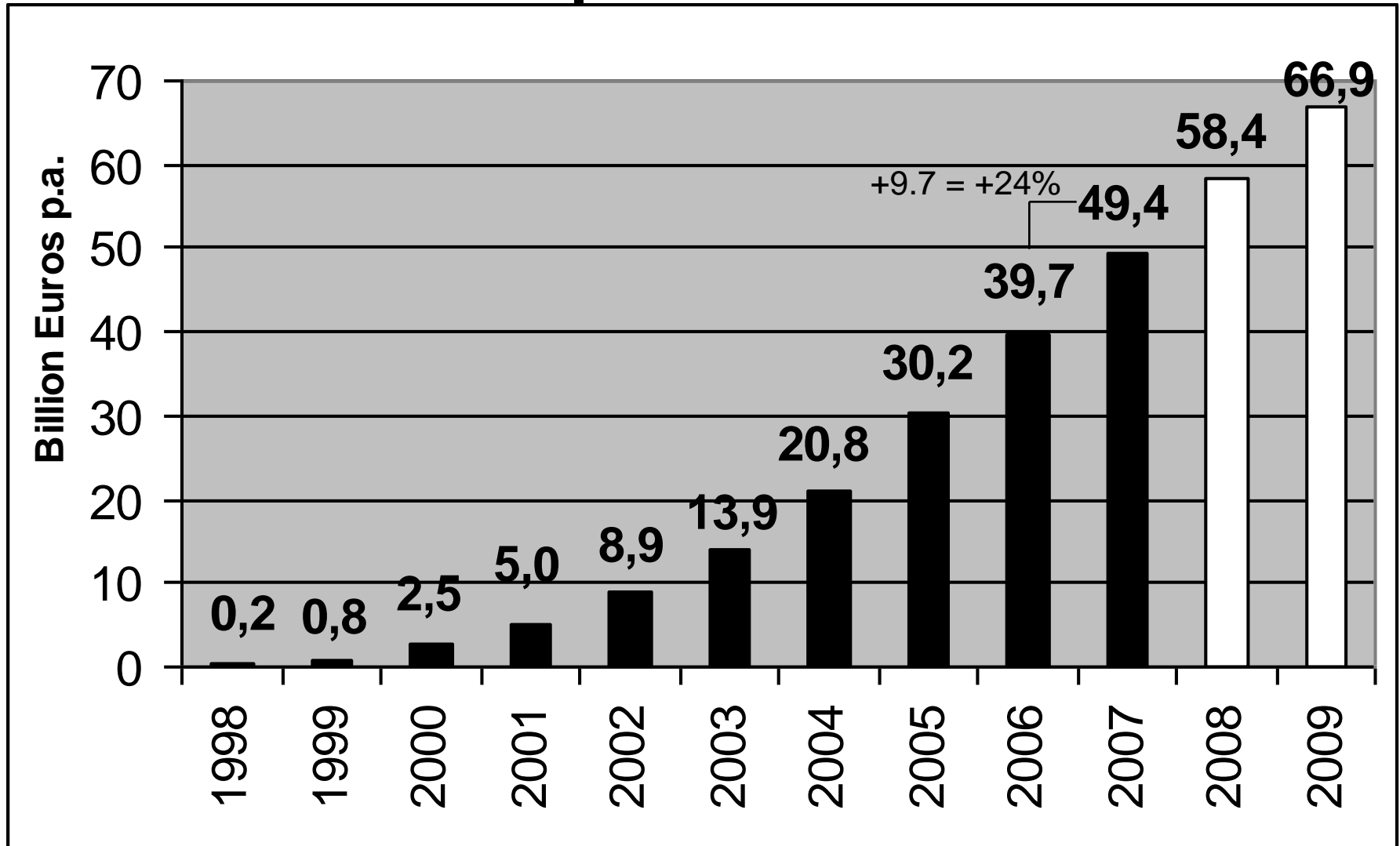
Source: Compiled by CRT, mainly based on Eurostat, 28 Jan. 2008.

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

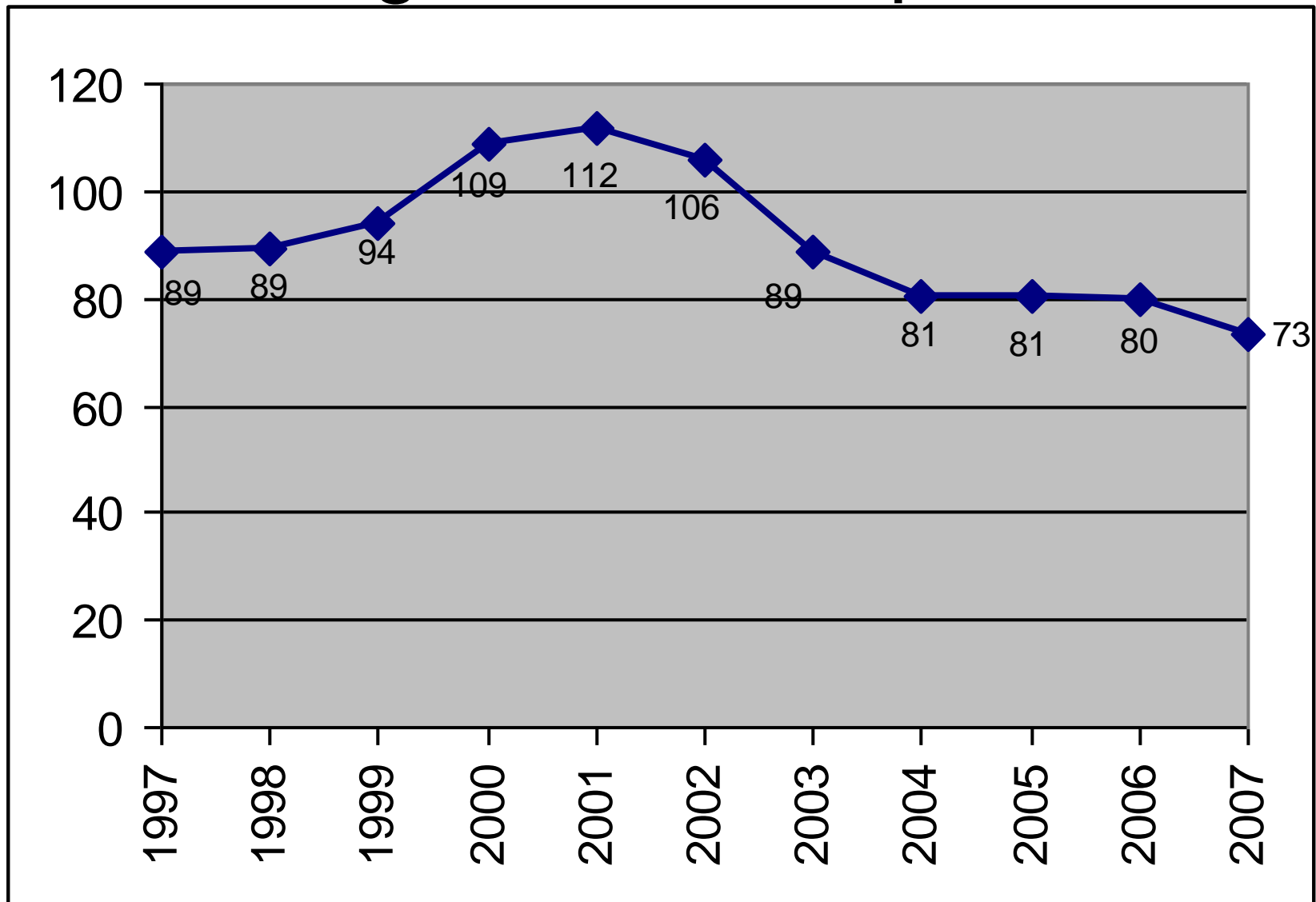




# Trends in overall online travel market size - Europe 1998–2007..2009

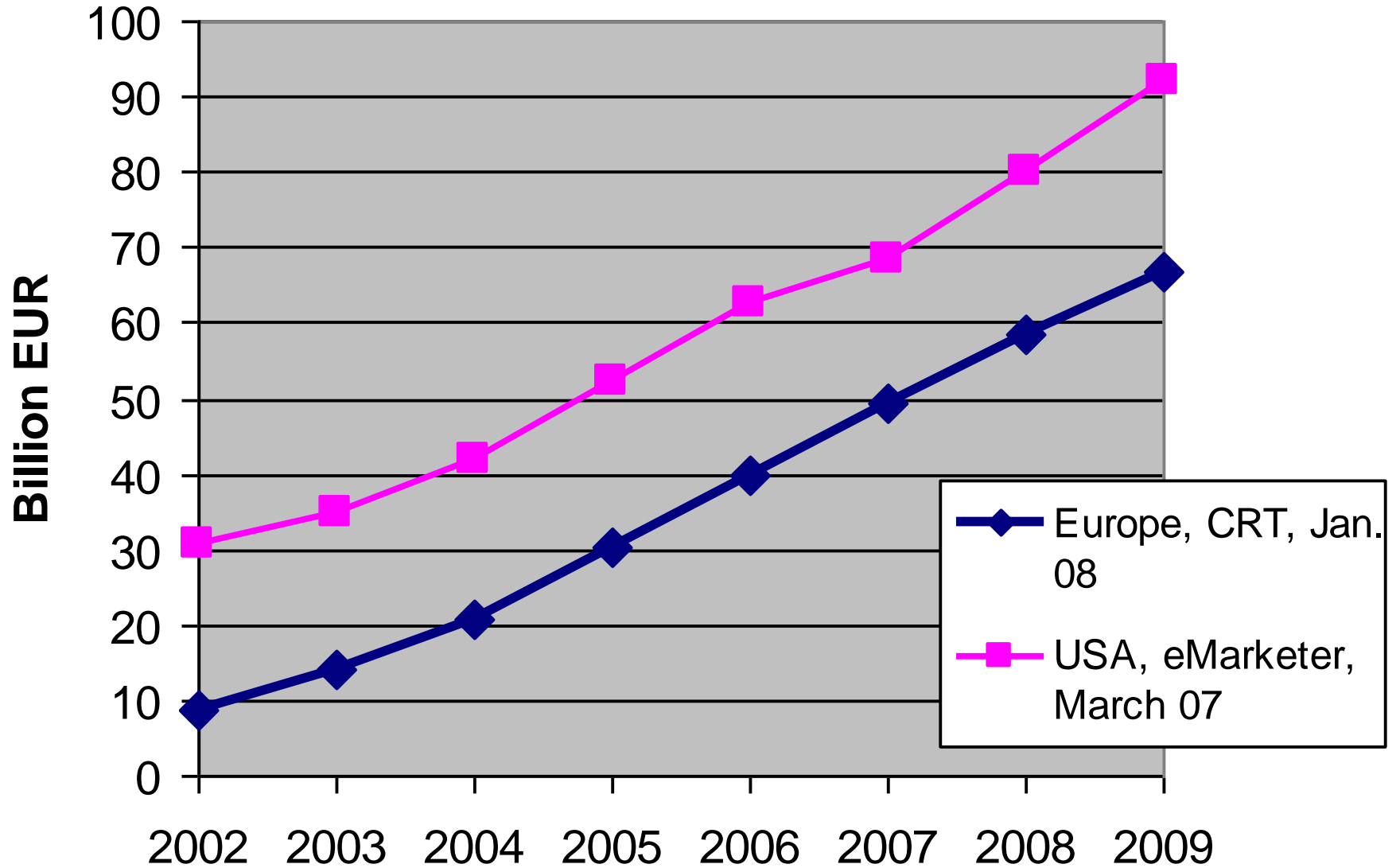


# Exchange rate: EUR pr. 100 \$

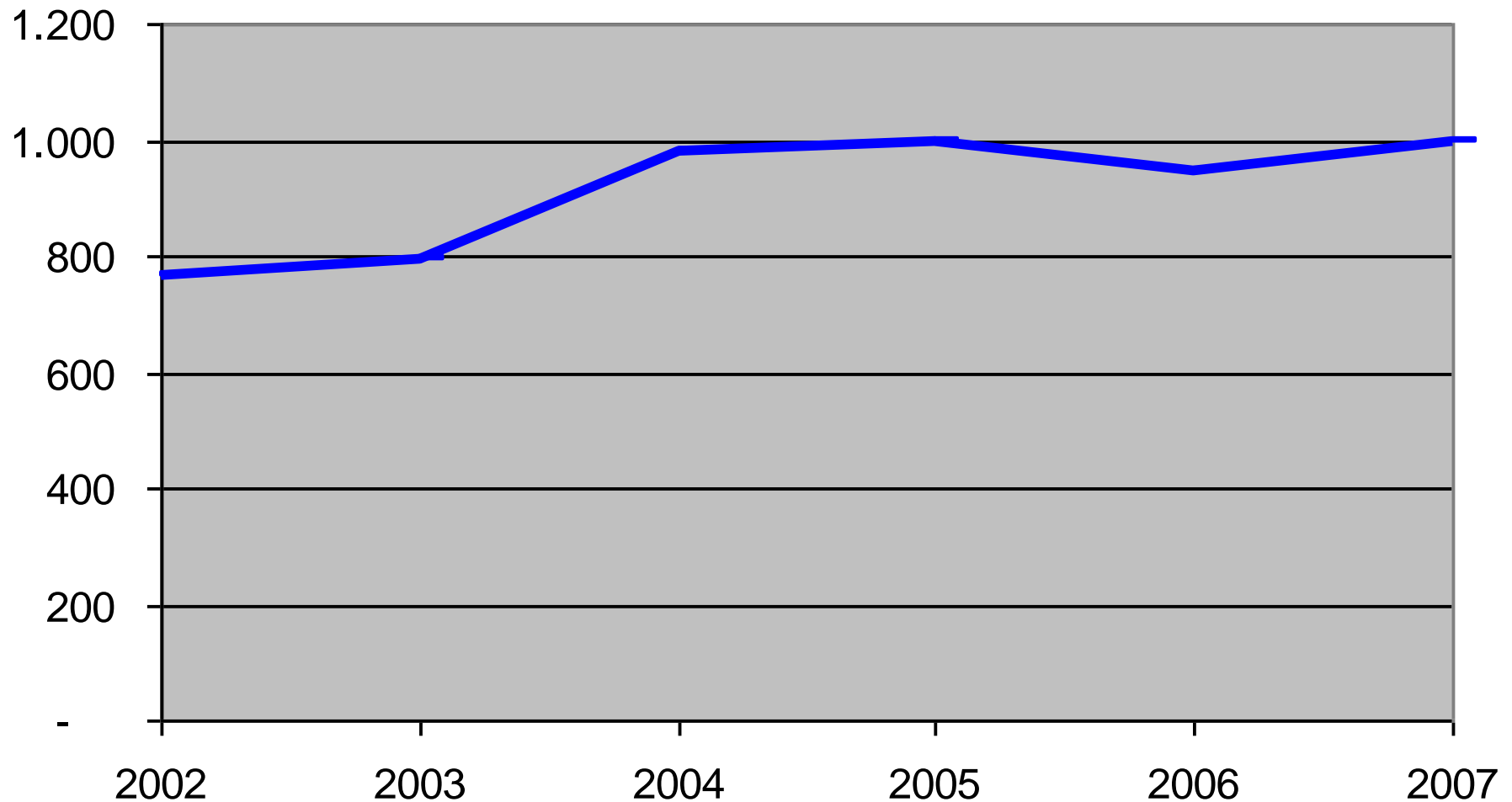


Source: Danish National Bank - (rounded)

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

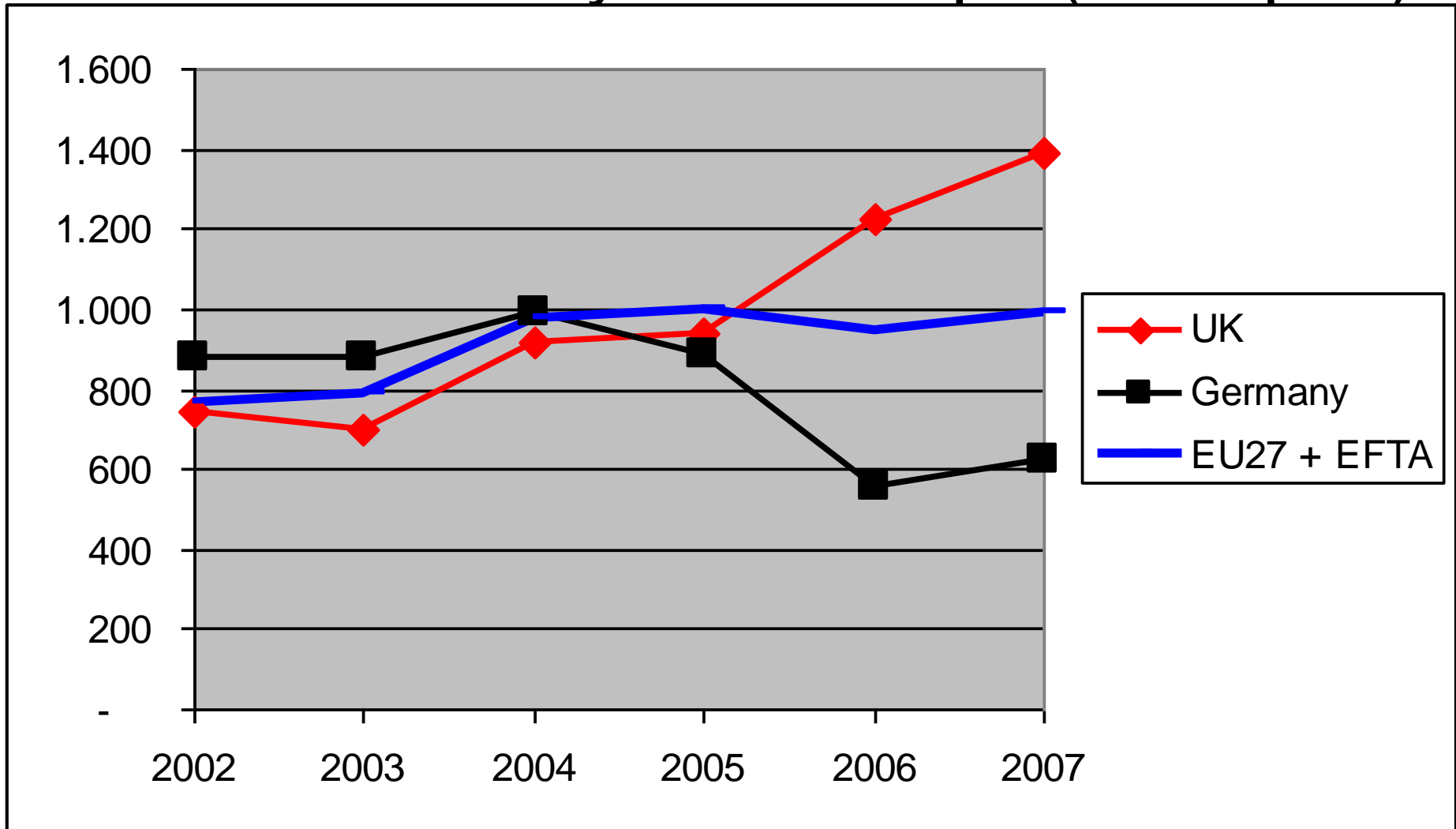


# Apparent online travel spending per online travel buyer in Europe (EUR p.a.)

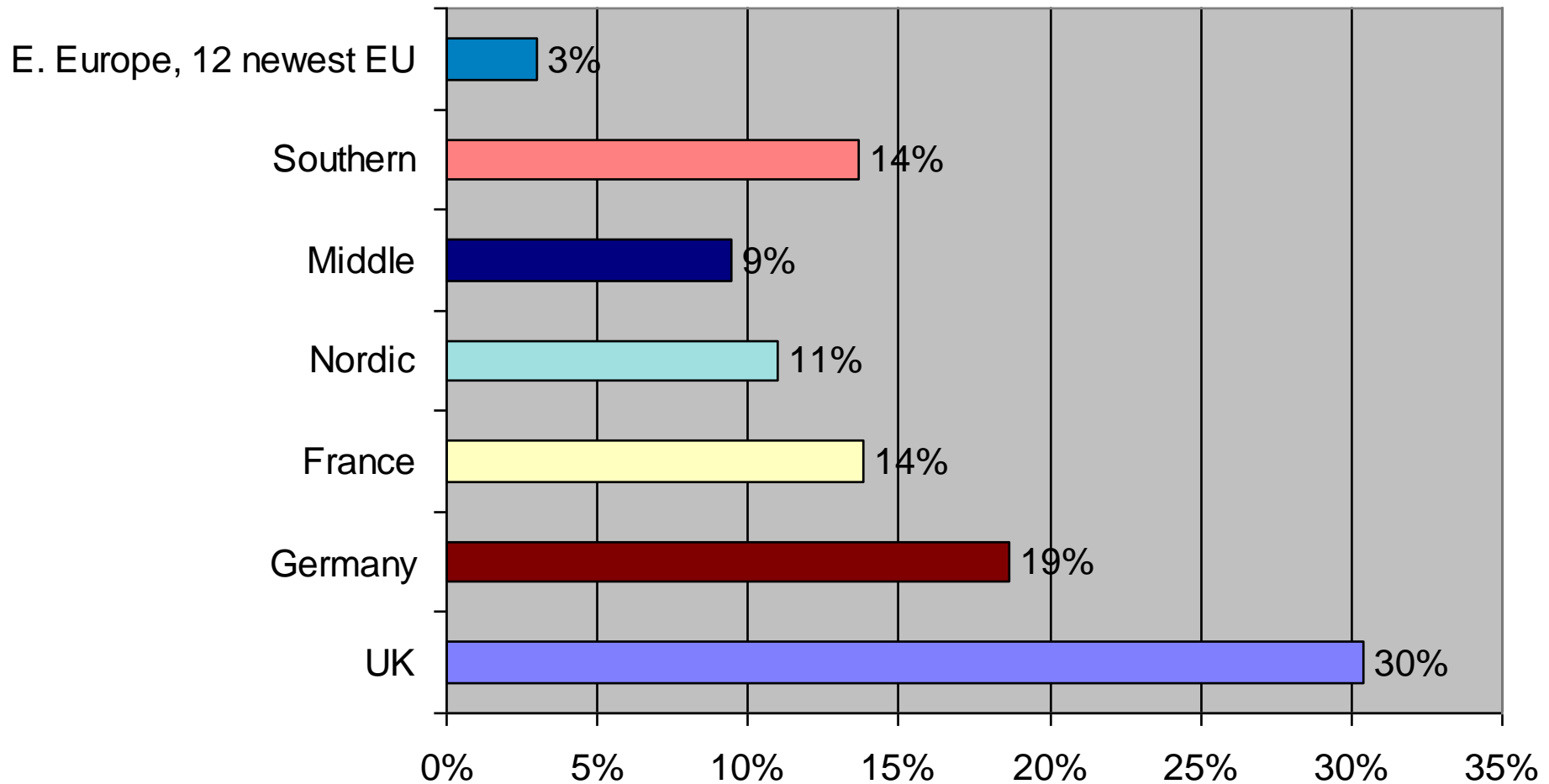


Source: Online travel market according to CRT divided by number of online travel buyers (Eurostat), 28 Jan. '08

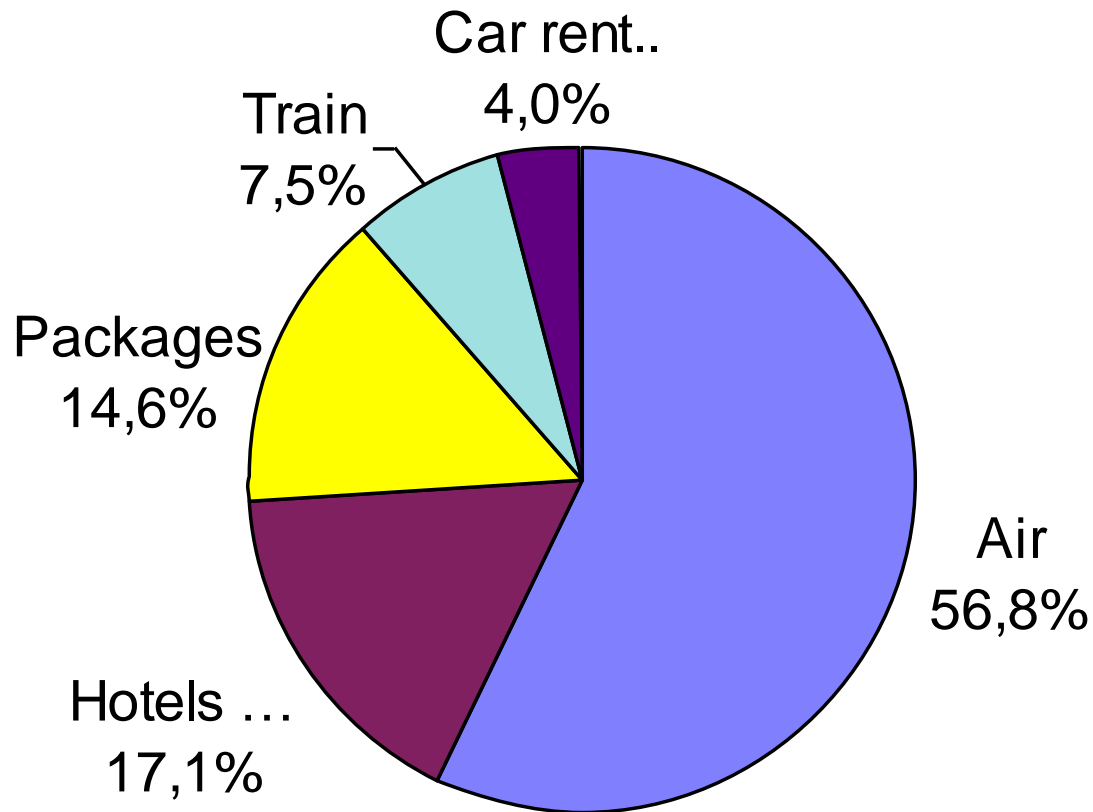
# Apparent online travel spending per online travel buyer in Europe (EUR p.a.)



# 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](http://www.crt.dk/trends)

**Last updated: 28 Jan. 2008.**