

# Summer Holidays 2009 - Greece is the Word

Submitted by: JPW Communications

Tuesday, 19 May 2009

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Brits flock to the Euro's in late surge

Leading online travel agent On the Beach has witnessed a surge of late bookings to Greece and its Islands this summer, with bookings up 18% year on year.

Despite recent reports suggesting non Euro destinations will lead the way this summer, the Greek Islands are proving particularly popular amongst cost conscious holidaymakers, with hotels and airlines slashing prices in an attempt to lure Brits to the sun kissed Islands.

The Greek islands of Crete and Zakynthos have proved to be two of the biggest selling destinations at On the Beach over the past few weeks.

Other Euro destinations currently bucking the trend are mainland Spain and the Spanish islands.

A favourite amongst Brits for many years, Spain is proving popular once again with late bookings this year, with the Balearics and the Canaries both with sales up 9% year on year. The Balearic Island of Majorca is currently witnessing the biggest increase in bookings.

The Spanish Costas are also beginning to show signs of a late recovery, in particular Costa Dorado and Costa Brava. Over the past two weeks, both destinations have seen a surge in bookings and are now up 22% year on year.

Leading the way for non Euro destination for summer 2009 is Turkey.

With 3\* hotels available from a credit crunching £1 a night in popular resorts such as Marmaris and Alanya, On the Beach has seen a 72% rise in bookings for summer 2009.

Chief Executive of On the Beach, Simon Cooper said, "Hoteliers in Greece have recognised the need to slash room prices in order to attract British holidaymakers. Offering discounts of up to 30%, they are now reaping the rewards with customers booking in their droves. We expect this trend to continue across the Euro zone, and suggest that customers looking to book their summer holidays should search extensively before making their final decision and not to discount destinations within the Euro zone."

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Book online at [www.onthebeach.co.uk](http://www.onthebeach.co.uk) or call the UK call centre on 0870 6 06 07 08

For further information please contact Jamie Wortley on 0208 352 0086 or email Jamie at [jamie.wortley@otbeach.com](mailto:jamie.wortley@otbeach.com)

About On the Beach

Founded in 1995, On the Beach is one of the UK's leading online travel agencies carrying over 500,000 passengers every year (ABTA K0813). On the Beach provides value for money flights and hotels in the world's most popular beach holiday destinations. On the Beach provides consumers with a huge selection of travel products, from 50 million available seats, more than 30,000 hotels around the world, insurance and in-resort transfer partners. Customers can book online or call the UK call centre on 0870 606 07 08.

As the expert provider of DIY beach holidays to the UK market, On the Beach is so confident of its industry leading position, it offers a market leading price match guarantee for its customers. On the Beach will refund the difference if a lower price is found for the same product on any UK website\*.

\*Offer applies to exact product match