![eurostat pressrelease]

ICT use in tourism
Two thirds of air passengers bought their tickets online in the EU
Majority of accommodation providers offer online booking

The uptake of new information and communication technologies (ICT) has been a significant driver of changes to both the way we book our travel and the workflow of enterprises in the tourism sector.
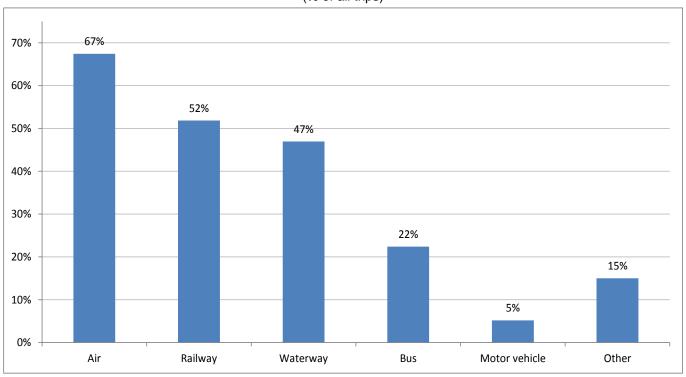
On the one hand, tourists from the **European Union** (EU) make large use of the internet for their trips. In 2014, more than two thirds of air trips and more than half of train trips were booked online. Accommodation was also booked online for more than half of the trips.

On the other hand, enterprises working in the accommodation sector seem to be more advanced in using ICT than many other sectors. While online ordering is offered by 17% of all enterprises in 2015, this share reached 74% for the accommodation sector.

This information on ICT use in tourism is issued by **Eurostat, the statistical office of the European Union**, on the occasion of today's World Telecommunication and Information Society Day. It is complemented with a more detailed article on the Eurostat website.

Online booking for transport in the EU, 2014
(% of all trips)

Air	Railway	Waterway	Bus	Motor vehicle	Other
67%	52%	47%	22%	5%	15%

Finnish tourists on top for online-booked flight tickets, Dutch for online-booked accommodation

Slightly more than two-thirds (67%) of flight trips made by **EU** tourists in 2014 were booked online. In two Member States – **Finland** (90%) and **Netherlands** (81%) – air travel was booked online in more than 80% of the cases. At the opposite end of the scale, fewer than half of flight tickets were bought over the internet in **Romania** (23%), **Slovakia** (27%), **Czech Republic** (38%), **Belgium** (45%) and **Greece** (47%).

Rented tourist accommodation was booked online for the majority (55%) of the trips of **EU** residents in 2014. There were however big differences across Member States, with accommodation booked online for more than 2 out of every 3 trips by residents of the **Netherlands** (69%), **France** (68%) and **Luxembourg** (67%), while online booking accounted for fewer than 10% in **Romania** (7%) and **Bulgaria** (9%).

Online booking in tourist accommodation and transport, 2014
(in % of trips made by residents)

	Air transport	Accommodation
EU*	**67.4**	**54.8**
Belgium	44.9	47.4
Bulgaria	:	8.9
Czech Republic	38.1	39.8
Denmark	57.4	52.0
Germany	68.9	60.0
Estonia	66.5	58.6
Ireland	75.1	55.8
Greece	46.6	30.1
Spain	(34.2)	(19.2)
France	77.1	68.0
Croatia	59.9	31.9
Italy	61.9	45.0
Cyprus	67.1	43.9
Latvia	67.6	(52.8)
Lithuania	68.9	32.2
Luxembourg	74.2	67.4
Hungary	:	(64.7)
Malta	59.6	48.0
Netherlands	81.3	68.7
Austria	67.0	51.6
Poland	(64.3)	:
Portugal	64.8	20.2
Romania	23.0	7.1
Slovenia	62.5	35.1
Slovakia	26.6	29.0
Finland	90.2	64.5
Sweden	(84.9)	(59.5)
United Kingdom	:	:

* EU aggregate excludes the United Kingdom.
: Data not available or not presented because the share of "unknown" answers exceeds 50%.
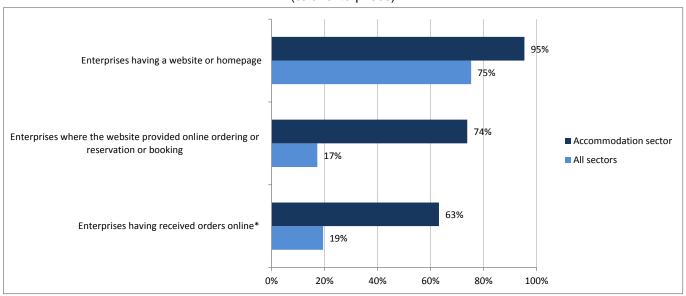Data shown in brackets are not commented and should be interpreted with caution due to a high share of "unknown" answers.

Website functionalities widely used by tourism accommodation establishments

Websites are the starting point for e-business. In 2015, 95% of all **EU** enterprises in the accommodation sector had a website, compared with 75% of enterprises of 10 or more persons in the entire economy.

With 74% of enterprises providing online ordering, reservation or booking through their website, the accommodation sector was significantly ahead of the whole economy (17%) in the **EU**. As a consequence, the shares of enterprises that have received online orders show a similar gap: 19% for all enterprises and 63% for those working in the accommodation sector.

Internet use by enterprises in the EU: all enterprises and accommodation sector, 2015
(% of enterprises)

* Data refer to 2014.

Geographical information

The **European Union** (EU) includes Belgium, Bulgaria, the Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, the Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden and the United Kingdom.

Methods and definitions

The data source for individuals is the 2015 tourism survey. The survey covered individuals aged 15 and over.

The data source for enterprises is the 2015 survey on ICT usage and e-commerce in enterprises. The survey covered enterprises with 10 or more persons employed.

For more information

Eurostat website section on tourism statistics.

Eurostat database on tourism statistics.

Eurostat website section on information society statistics.

Eurostat database on information society statistics.

Eurostat Statistics Explained article on ICT use in tourism.

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