

Brits Turn On To On-Line Holiday Deals

The latest surveys on the UK economy warned that overseas holidays could take a major hit as families look to save money on past expenditure - and while some might reduce overseas trips from three to one or two a year, many others are looking to holiday in the British Isles - coupled with higher overseas holiday prices due to the cost of aviation fuel the travel industry is almost certainly going to go through a tough time in the near and medium terms.

And as people look to cut back on their spending, what overseas holidays they do take will increasingly be booked via the internet, as people look to see which travel company can offer the same holiday they want to take at the best price - if travel companies don't rank high in the search engines or already have a household name, they could see bookings drop on previous year levels.

As an example, flights to Malaga was one of the most popular search terms used by the British in the heavy booking months of January and February this year.

It's estimated that over three million holidays were bought in January and February for later in the year over the internet, and. More and more are booking this way each year. Spain continues to be a prime travel destination for British sun-seekers. Web bookings to places like Malaga, Costa del Sol and Marbella are among the most popular.

Malaga, part of the autonomous community of Andalucia in southern Spain, is rich in history. It boasts impressive architecture and a storied past waiting to be explored by those who grace it with a visit. Founded in the 8th century by Phoenician traders, Malaga is the entrance point to Costa del Sol. It's a port city with a beautiful seaside ambience for the tourist looking to get away and relax.

In the historic area of Malaga is the Picasso Museum, honouring the life and work of their native son. His house is also a point of interest in the city. The Archaeological Museum is another popular attraction. It chronicles the history of the area from the Phoenician through the Moorish eras. Of course, sun, sand and sea breezes are at the ready any time you want to enjoy them in Malaga.

Malaga is part of the Costa del Sol region. It's a hub point to the great beach stretches along the coast. A beach lover's paradise that is enjoyed year round, it is one of the most popular places to visit in Spain. East of Malaga is over 50 kilometers of this coastline. To the west of Malaga stretches another 100 kilometers of prime sun-worshipping real estate.

A popular beach resort in the Costa del Sol region is Marbella. Famous for its jet set crowd, this town does not limit itself to that. It's a popular destination for all types of tourists who are willing to splurge a little. An interesting feature of Marbella is the "La Plaza de los Naranjos", or Orange Square. This charming old part of town off the main drag contains quaint shops, bars and art galleries. It is home to a 16th century town hall. An intriguing place for a walk because of its offshoots of narrow streets, it's a great area to experience local cuisine.

Off the coast of Spain, many UK tourists choose to visit Gibraltar. This British territory is near the Iberian Peninsula and experiences mild winters and warm, comfortable summers. As a getaway destination, it is a respite from dreary Northern European winters.

It serves as a gateway to southern Spain and is an ideal sister destination to a Spanish vacation for those who have the time. With abundant year round sunshine, it's a perfect place to head to from the United Kingdom for a quick vacation.

The Bay of Gibraltar is an ideal area for dolphin watching and is a congregation point for many types of whales. High concentrations exist at the narrowest point of the strait. Gibraltar is an excellent area for diving enthusiasts, especially those who investigate shipwrecks. It's a region where many ships lie at rest, some from sinkings in the 1800s.

The Internet continues to flourish as a vacation booking resource. It allows for quick comparative shopping to a multitude of destinations. Whether it's the Spanish mainland, one of her islands such as Tenerife, or any other holiday destination, travel companies without a good internet presence will need to address their weak position sooner rather than later.

About the Author

UK based Tribune Properties produce travel guides for Spain, including for Tenerife at <http://www.yourtenerife.net> with tour operators who provide [cheap Tenerife flight](#) offers.

