


**TravelMole**  
THE ONLINE COMMUNITY FOR THE TRAVEL AND TOURISM INDUSTRY



TAKING YOUR BUSINESS WHERE YOU WANT


Welcome back, Labrini Not you? [Quick Links](#)

[About](#) | [Contact](#) | [Help](#) | [Advertise](#) | [Make TM my homepage](#) | [T](#)

HOME NEWS HAVE YOUR SAY MY TRAVELMOLE SERVICES RESOURCES

LATEST: [Corfu deaths trial - latest update](#) [US SITE](#) → [ASIA/PAC](#)

News Front Page  
Sustainable Travel  
Cruise  
Internet Monitor  
Travel Agent  
Hotel & Resort  
**Tour Operator**  
Airline  
Business Travel  
Travel Technology

 Secret Agent

Special Features  
Search Archive  
Newswire Archive  
P.E Archive

**RSS**  
Link news to your website  
Template Feed

THE MOLE POLL

'Warning over major industry failures' - Do you think some other big names will bite the dust ?

Yes  No

[BOOK AN AD ONLINE](#)

**PRESS ZONE**

[WHO'S WHO](#)

[YOUR COMMENTS](#)

[LIVE AT THE MOLE](#)

[CAREER ZONE](#)

[CONTRIBUTE](#)  
Story, Photo, Video

[CALENDAR OF EVENTS](#)

[FORUM / DEBATE](#)

**TOUR OPERATOR**

24 June, 2009 Adjust font size:

**Greece and Turkey lead late holiday sales revival**

Late summer holiday sales are beginning to take off with Greece and Turkey leading the way, according to online firm youtravel.com.

The accommodation-only firm claims more than a fifth bookings are for travel within four weeks.

The volume of late bookings has peaked at more than 20% over the past six weeks as consumers start to make firm travel plans for the high season.

Overall bookings are up for the first half of June with booking numbers rising by 15%.

The company is seeing particular growth in Turkey, Portugal, Greece and Tunisia – all saw double-digit growth in May.

The fastest growing destinations so far this year are in Greece with both Rhodes and Crete are up 27% compared to this time last year.

Turkish resorts are hot on their heels with growth of 11% for bookings to Bodrum and 21% for Dalaman.

Another region seeing an upturn in bookings is the Costa del Sol which has seen a sales boost of 14% compared to this time last year.

Sales and marketing director Paul Riches said: "Greece and Spain have been stalwarts of the British travel industry for decades, it's going to take more than currency fluctuations to put the Brits of travelling to these destinations. They're entrenched in our holiday psyche, are familiar and are easy to access.

"On top of this there are some great value all-inclusive resorts in Spain and Greece meaning that the strength of the euro can be largely mitigated."

The increase in late booking for the pre-summer shoulder season is being mirrored in September and October, Riches added

"Historically, the shoulder seasons are hard to sell whilst the peak July and August weeks are booked heavily in advance. This is not the case this year.

"Consumers – including families – are leaving it later to book due to financial uncertainty and the

**PRESS ZONE**

22 June, 2009 [Caribbean leaders attack A hike](#)

28 May, 2009 [CSI Media celebrates its 10th birthday with presents for the travel industry](#)

26 May, 2009 [ITTF Member Vakantiebeu Celebrates 40 Years](#)

15 May, 2009 [Village Green Partner With \(Globe To Create Climate Solution for U.S. Businesses](#)

14 May, 2009 [Dolphin Dynamics accelerat operator software development](#)


**WHO'S WHO**


**Meet the TravelMole community**

Are you listed? This directory of TravelMol is a valuable source of information about who in the travel and tourism industry. Cr your own listing and join the TravelMole n - It's free!

All

Caribbean tourism leaders have slammed the planned rise in UK Air Passenger Duty  
Beaches Promo

An Overview of the Rooms at Beaches Resorts 

Hip Hop Artist DMC at Beaches Resorts 

Channel: All Region: UK [Travell](#)

25/06/2009

## Greece and Turkey lead...



has forced people to make their travel decisions far later than usual.

"However, in our minds, there is no doubt that booking levels will continue to grow in the next few weeks, even before the peak season hits us."

\*Read Paul Riches' TravelMole Guest Opinion

by Phil Davies

- RELATED STORIES
- MORE 24 JUN BREAKING NEWS
- BOOKMARK with Digg, Facebook, Reditt...



[ADD A COMMENT](#) →

[CONTRIBUTE STORY, PHOTO, VIDEO](#) →

**Categories:** Tour Operator, Travel Agent, Hotel & Resort, Destination

USER COMMENTS

[ADD A COMMENT](#) →

[TOP](#) ↑