

## Image Gallery



*According to new data from flight search engine Skyscanner, in 2009 people booked flights much closer to their travel dates than in 2008.*

Online PR News "02-February-2010" Flight comparison site Skyscanner has reported a significant change in the way people are booking flights since the global downturn began.

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Examining data for three of its most popular routes from the UK, including cheap flights to Malaga from London, Skyscanner found that although overall search numbers were up in 2008, users searched for cheap flights an average of 146 days ahead of when they planned to travel, but in 2009 this dropped to just 34 days.

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Barry Smith, Skyscanner co-founder and director commented:

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There are two obvious reasons for this trend for later bookings. In the middle of the UK's worst recession in decades many people didn't want to book holidays too far in advance, in case they lost their jobs.

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People also need to feel confident about the viability of airlines. Over the last 18 months, a number of airlines have folded and people are much more cautious of losing flights if they book too far ahead.

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The irony of this is that although people are understandably keen to be financially prudent, it can be self-defeating as it's almost always cheaper to book flights in advance as prices tend to rise the closer you get to the date of departure.

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This wisdom was reinforced by cheap flight hunters commenting on Skyscanner's Facebook page:

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I book early if possible it's definitely cheaper. I pay on my credit card so I don't care if an airline goes bust that is what insurance is for said one user.

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About Skyscanner:

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Skyscanner is a leading travel search site based in Edinburgh, Scotland. Skyscanner provides instant online comparison on flight prices, including flights to London for over 670,000 routes on over 600 airlines, as well as car hire, hotel and holiday price comparison.

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With Skyscanner, users can browse without having to enter specific dates or even destinations, and Skyscanner is available in 20 different languages including French, German and Spanish.

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