

Online Booking Trends

Source: orbitz.com via "Tourism Tidbits"

As 2008 draws to a close, Orbitz takes a retrospective look back with its latest Insider Index to offer insight into when and where Americans spent their travel dollars this year.

While last year (2007), the July 4th week topped the Orbitz list of busiest travel weeks, Thanksgiving has historically been the busiest travel period of the year, and 2008 was no exception. For travelers looking to avoid the long lines at the airport, the slowest travel week of the year is still upon us, with the week of December 29 coming in as the least busy travel week of 2008.

The busiest travel weeks of 2008(1) were:

1. Thanksgiving
2. July 4th
3. Christmas
4. Memorial Day
5. Third week of March

Based on Orbitz.com hotel and package (air + hotel) bookings as of 11/26/08.

Top Holiday Weekend Destinations

With the long-weekends becoming an easy way to escape for more and more Americans, the Index also examines where these weekenders spent their time and travel dollars in 2008. The Orbitz Index looked at travel over a four-day period for Presidents' Day, Memorial Day, Independence Day and Labor Day.

Top Holiday Weekend Destinations(2)

2008	2007
1 Las Vegas	7
2 New York	1
3 Chicago	2
4 Orlando	N/A
5 San Francisco	9
6 Washington, D.C.	4
7 Miami	N/A
8 Los Angeles	3
9 Boston	8
10 Atlanta	6

Based on Orbitz.com hotel and package (air + hotel) bookings during 1/18/08-1/21/08, 2/15/08-2/18/08, 5/23/08-5/26/08, 7/3/08-7/6/08, 8/29/08-9/1/08; based on Orbitz hotel and package (air + hotel) bookings as of 11/26/08

Top Domestic Destinations

<u>2008</u>	<u>2007</u>
1 Las Vegas	6
2 New York	2
3 Chicago	1
4 San Francisco	9
5 Miami	N/A
6 Los Angeles	3
7 Orlando	10
8 Washington, D.C.	4
9 Boston	8
10 Atlanta	7

Based on Orbitz.com hotel and package (air + hotel) bookings as of 11/26/08.

Most Popular Airfare Routes for 2008

With so much volatility in the airline industry in 2008, from rising gas prices to decreasing capacity, the fluctuating price of airfares was a focus of much discussion among consumers. This retrospective Orbitz Index reveals the average prices travelers actually paid for airfares on Orbitz.com for some of the most popular flight routes in 2008, ranging from \$156 to \$404.

Average Airfare for Top Routes(4)

Rank	Departing Airport	Arrival Airport	Average Airfare for 2008
1	Los Angeles International Airport	JFK International Airport	\$404
2	JFK International Airport	Los Angeles International Airport	\$398
3	O'Hare International Airport	McCarran International Airport	\$246
4	La Guardia Airport	O'Hare International Airport	\$310