

The Strong Euro Has Led To Rocketing Holiday Costs In Europe And UK Holidaymakers Are Flooding To Exotic Destinations Like Sharm Ek Sheikh, Taba And Hurghada In Egypt



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A strong Euro has led to rocketing European holiday costs and UK holidaymakers are flooding to exotic destinations like Sharm Ek Sheikh. Holidays in Egypt are hot. Taba is a winner. [Hurghada](#) is high on the list.

At the same time, competition is fierce in the holiday industry as the recession bites. The UK's pot of potential holidaymakers is being fought over tooth and nail by travel agencies online and offline... the battle lines have been drawn.

So what does all this mean for the consumer? Thankfully, good things! Better exchange rates bring resorts like Sharm el Sheikh, holidays in far flung places outside the Eurozone, within reach of more people. Tough competition in any market tends to benefit consumers. Businesses try harder to attract and please people. Prices drop and special offers flourish. Service levels and efficiencies improve.

So how does the clued-up consumer take full advantage of the situation? The answer lies online. Heading for your local travel agent is one way to book a holiday. But the web has opened up the holiday and travel markets to such an extent that they're almost unrecognisable from a decade ago.

Today's wise consumers head for their nearest holiday price comparison website and take it from there. But how do you know that the prices they return are the lowest?



[BeatTheBrochure](#) is willing to bet that wherever you go and whatever you do, you won't beat theirs. How come? Their spokesman explains; "Our price comparison technology is unique. It searches a huge range of holiday providers, including household names Thomson Holidays, Thomas Cook and First Choice to deliver the lowest price package holidays in one simple search."

Inspired to book [Sharm El Sheikh holidays](#)? Hankering for Hurghada? Taken a fancy to Taba? Beat the Euro, beat the high street and head for [BeatTheBrochure.com](#).

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