



УНИВЕРЗИТЕТ ЗА ТУРИЗАМ  
И МЕНАЏМЕНТ  
СКОПЈЕ

# РАЗВОЈ НА ТУРИЗМОТ ВО ДИГИТАЛНАТА ЕРА

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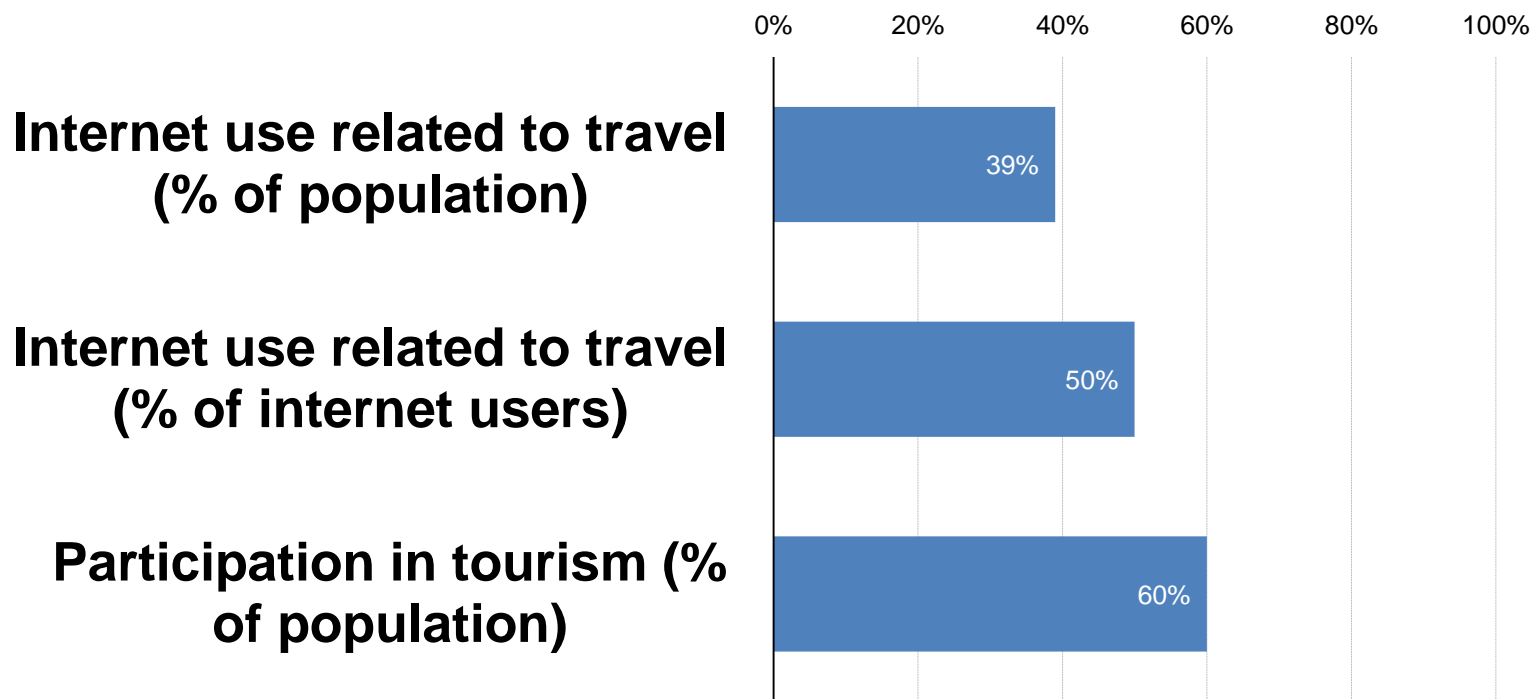


# Internet use related to travel (consult, order, buy, etc.)

as % of all individuals  
(aged 16-74)

as % of individuals who used  
internet in the last 3 months

Figure 1:  
Internet use related to travel; participation in tourism , EU-28



Source:  
Eurostat (online data codes: isoc\_ci\_ac\_i, tour\_dem\_totot)

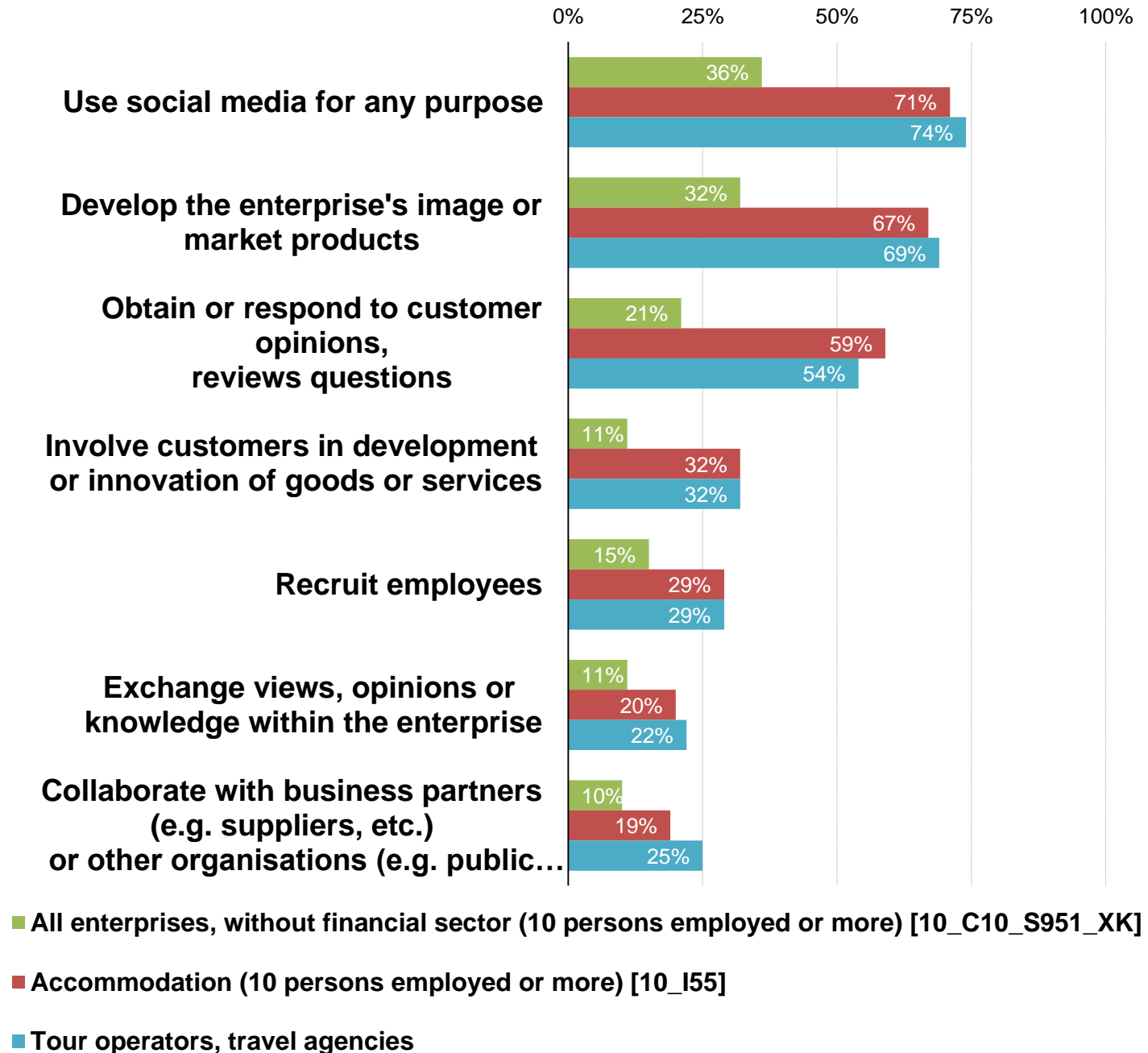


**Table 1: Internet use related to travel and participation in tourism**

	Internet use related to travel (consult, order, buy, etc.)		Participation in tourism for personal purposes (% of population aged 15+)		Internet use related to travel (consult, order, buy, etc.)		Participation in tourism for personal purposes (% of population aged 15+)
	as % of all individuals (aged 16-74)	as % of individuals who used internet in the last 3 months			as % of all individuals (aged 16-74)	as % of individuals who used internet in the last 3 months	
EU-28	39	50	60	Lithuania	9	13	58
Belgium	46	54	57	Luxembourg	66	68	82
Bulgaria	17	30	26	Hungary	26	35	53
Czech Republic	48	59	84	Malta	45	59	53
Denmark	66	68	83	Netherlands	49	53	82
Germany	58	66	76	Austria	44	53	76
Estonia	37	42	71	Poland	17	25	53
Ireland	42	53	74	Portugal	21	30	39
Greece	21	31	38	Romania	13	23	:
Spain	41	53	53	Slovenia	39	53	63
France	43	51	71	Slovakia	35	46	54
Croatia	38	55	49	Finland	64	69	89
Italy	25	38	38	Sweden	51	56	77
Cyprus	33	46	62	United Kingdom	47	51	:
Latvia	21	27	51	Norway	62	64	:
				FYR of Macedonia	13	19	:
				Turkey	10	20	:

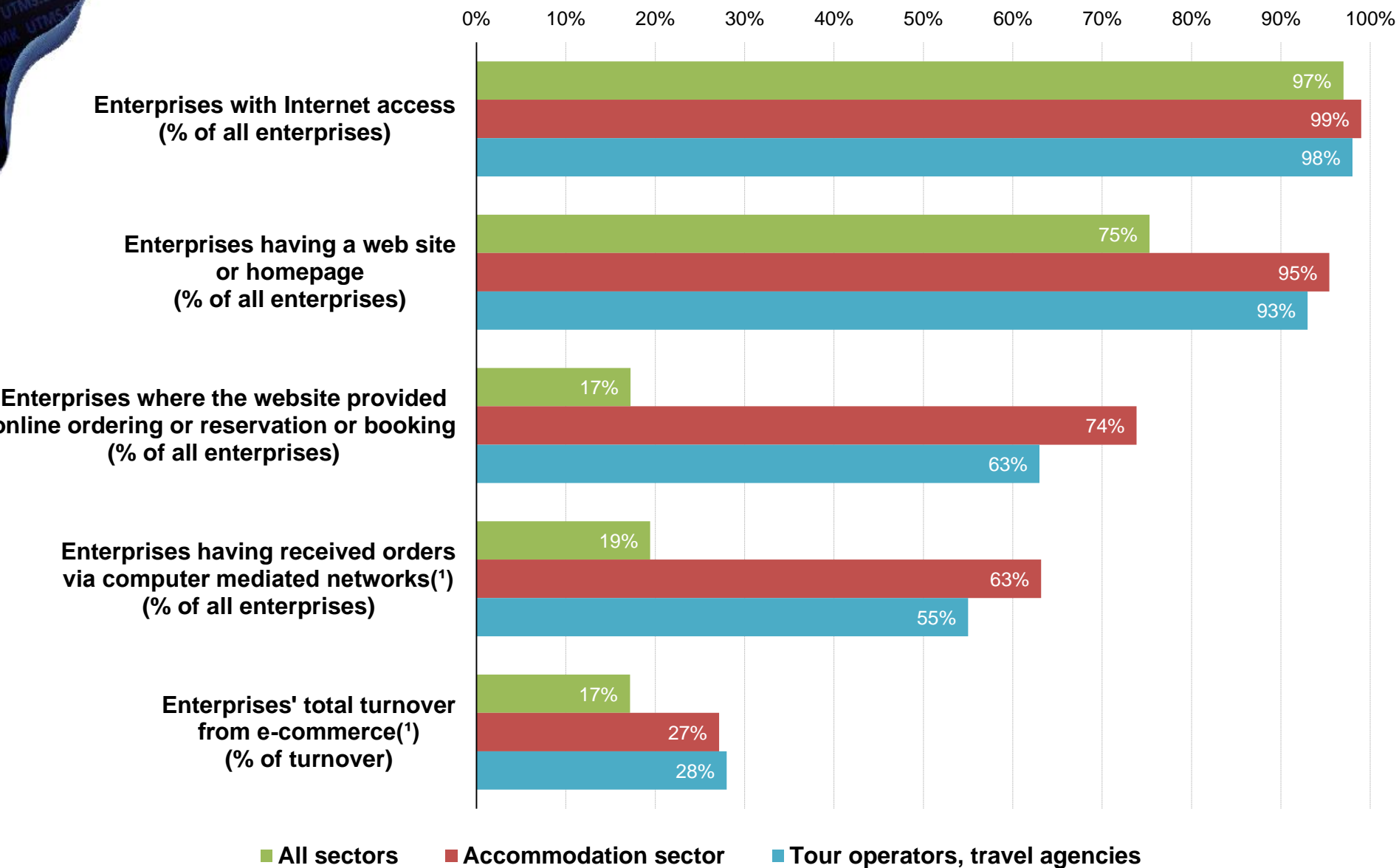


**Figure 2: Use of social media, purpose of use (as % of enterprises with internet access), EU-28**



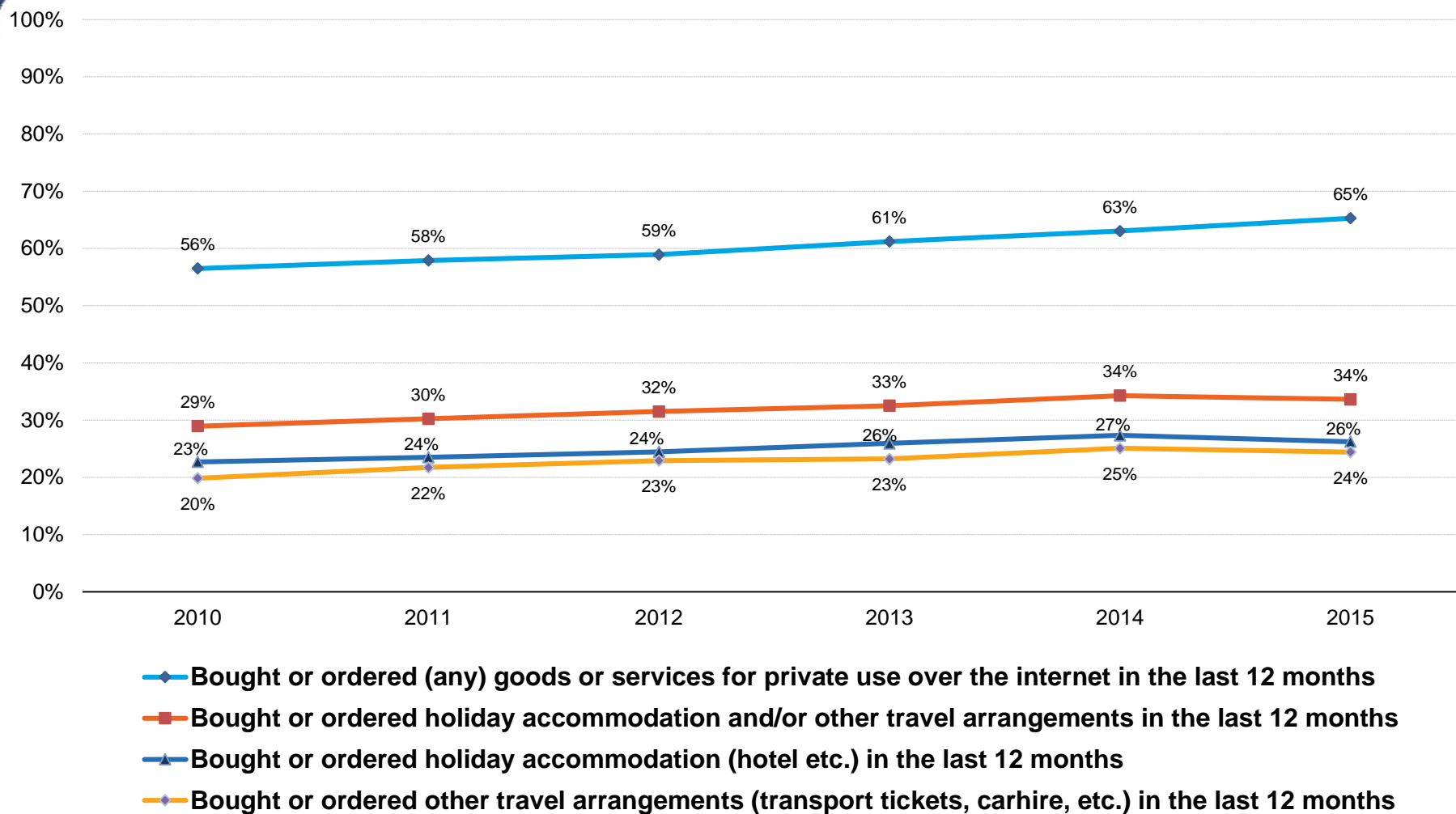


**Figure 3: Share of enterprises by use of the internet and economic activity, EU-28**





**Figure 4:**  
**Internet use for buying or ordering travel related services (as % of all internet users), EU-28**





**Table 2:**

**Individuals who bought or ordered holiday accommodation and other travel arrangements over the internet for private use in the last 12 months (as % of individuals who ordered any type of goods or services)**

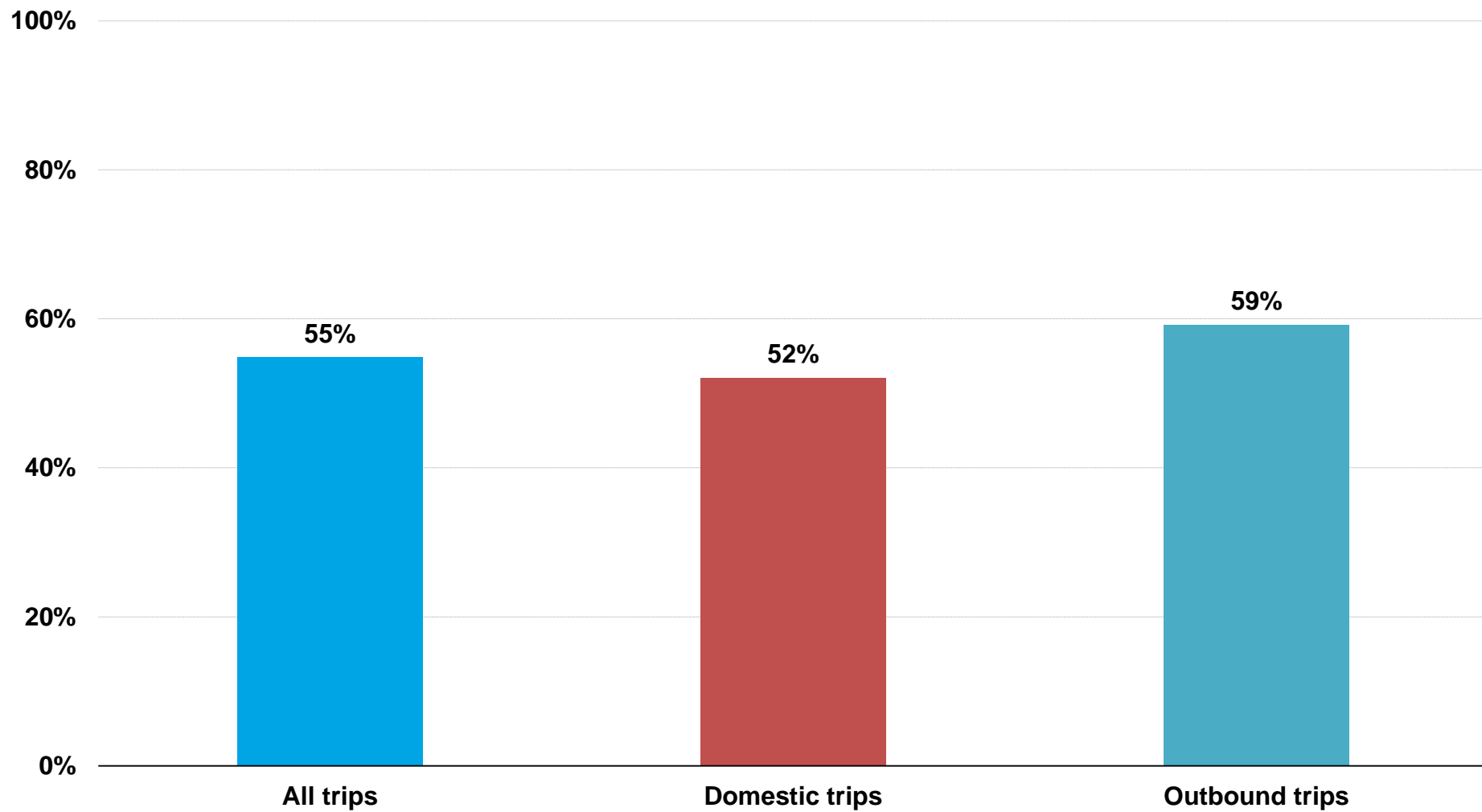
	Holiday accommodation	Other travel arrangements (transport tickets, carhire, etc.)	At least one of the two services
EU-28	40	37	52
Belgium	39	28	46
Bulgaria	26	16	31
Czech Republic	18	13	25
Denmark	57	62	73
Germany	41	31	49
Estonia	37	53	60
Ireland	53	57	65
Greece	12	18	23
Spain	55	47	63
France	32	43	53
Croatia	18	15	23
Italy	32	29	42
Cyprus	37	46	51

FYR of Macedonia	16	8	17
Turkey	14	27	30

	Holiday accommodation	Other travel arrangements (transport tickets, carhire, etc.)	At least one of the two services
Latvia	14	16	21
Lithuania	13	14	20
Luxembourg	53	45	62
Hungary	40	17	43
Malta	45	41	49
Netherlands	58	41	63
Austria	47	36	55
Poland	12	14	20
Portugal	45	41	55
Romania	18	10	22
Slovenia	21	12	26
Slovakia	23	13	29
Finland	57	56	70
Sweden	47	64	69
United Kingdom	50	49	63
Norway	57	62	71



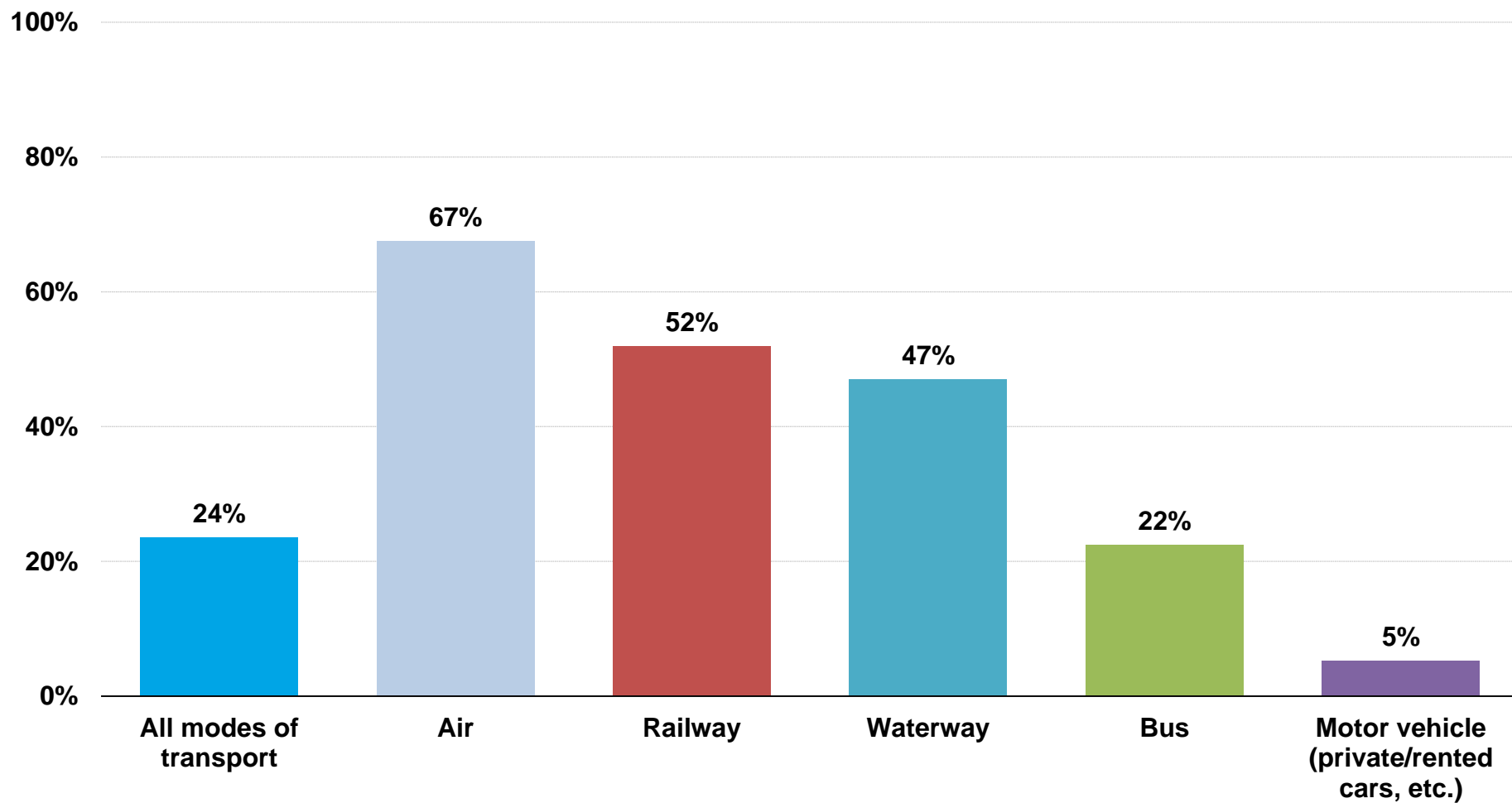
**Figure 5:**  
**Online booking for tourist accommodation (% of all trips spent at rented accommodation), EU-28,**





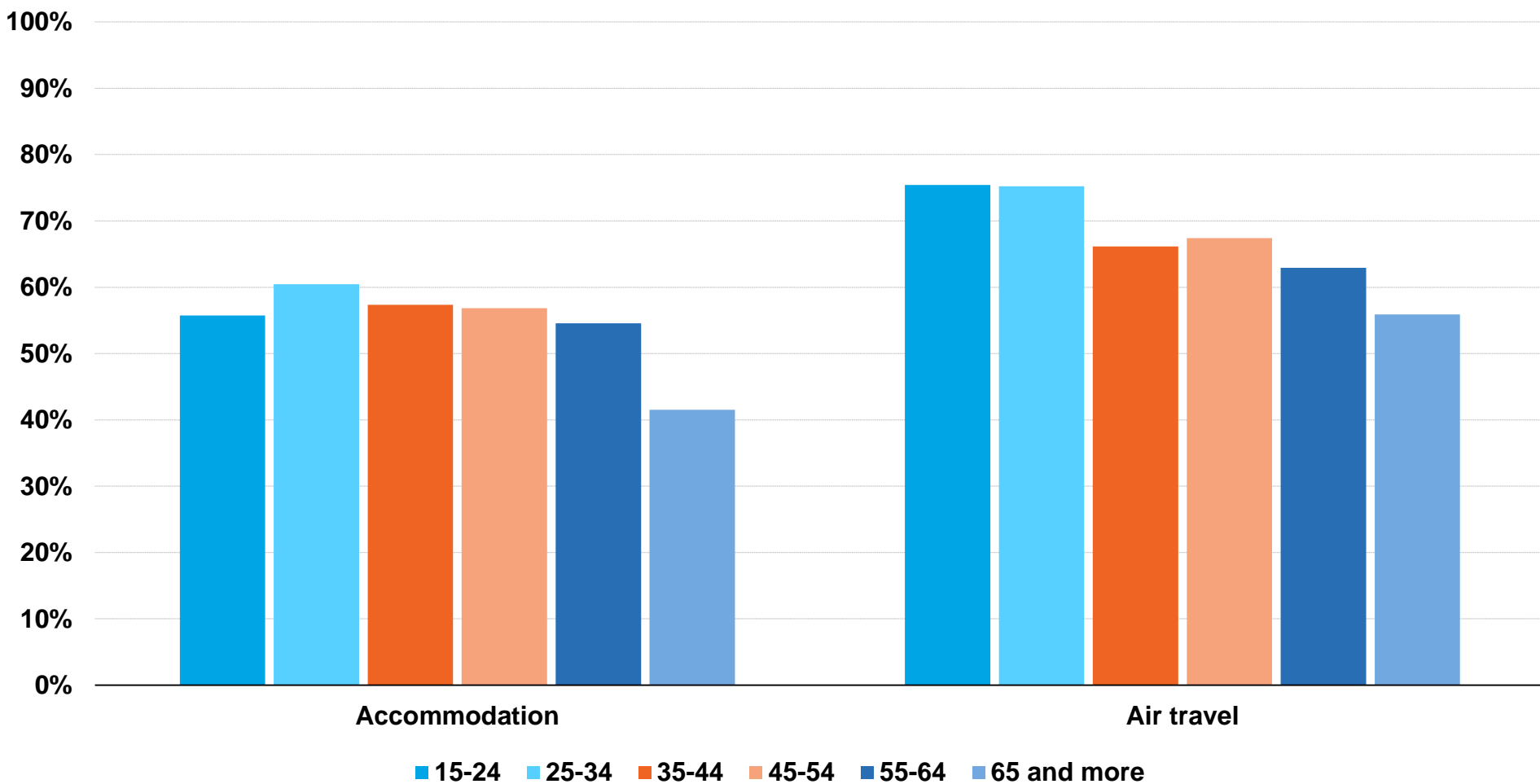


**Figure 6:**  
**Online booking for transport (% of all trips, EU-28)**





**Figure 7:**  
**Online booking for tourist accommodation (% of all trips spent at rented accommodation) and for air travel (% of all trips), by age, EU-28**

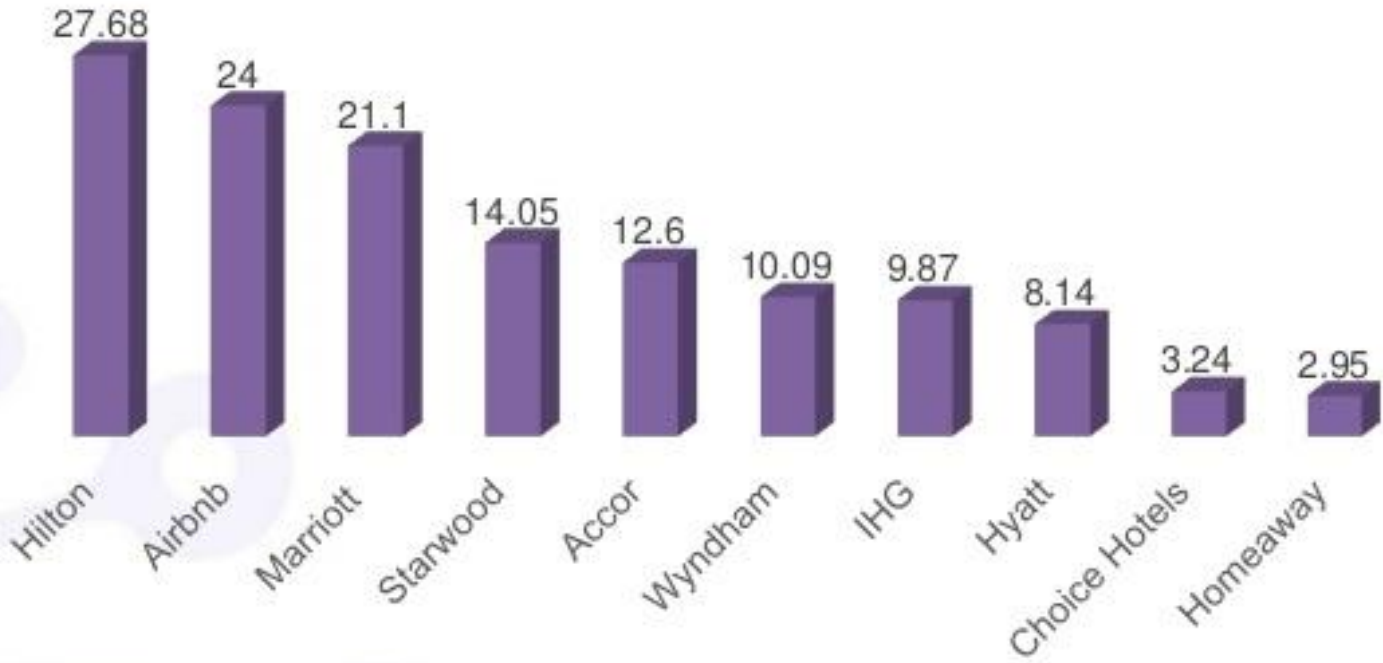






# Airbnb: Success by the Numbers

Market Cap / Valuation 2015 USD Billion



Source: Skift 2015 (based on company filings for all except Airbnb which is self-reported)



## Заклучок:

- Интернетот (поврзано со туризам) веќе го користат над 40% од популацијата на возраст од 16 до 74 години
- Во Република Македонија интернетот (поврзано со туризам) го користат 13 % од популацијата на возраст од 16 до 74 години
- Во последните 5 години, користењето на интернет е во благ пораст (околу 1% годиншно)
- Авиосообраќајот има најголемо учество од 67% во Online booking, во однос на останатите превозни средства во туризмот