**European holidaymakers still depend on printed travel documents**

* 93% rely on printed travel documents, despite researching and booking online
* Canon study aims to identify how brands can add value to improve customer experience

**London, 07 July, 2015 –** With the European summer holiday season about to start, [Canon](http://www.canon.co.uk/), world-leader in imaging solutions, today reveals that despite 92% consumers researching holidays online, and a further 82% booking accommodation and 77% booking travel using the internet, an astonishing 93% of European holidaymakers still print out travel documents according to new European research.

The European research found that 71% consumers print out travel documents as a precautionary measure to overcome any technological issues or potential mix-ups further down the line, while more than half (51%) do so out of habit. According to the findings, German (75%) and British travellers (74%) are the most likely to print out travel documents ‘just-in-case’.

Of those who do print out travel documents, 87% refer to them over the course of their trip. However, over half of all respondents (57%) choose to turn to social media and the web to source information on their destination while travelling, and just 10% actually use the information provided by their booking source (i.e. online travel agencies, booking operators etc.).

Marc Ranner, Marketing Director at Canon Europe, said: “It’s clear that whilst European travellers have embraced digital for researching, comparing prices and booking holidays, they are still very dependent on printed travel documents. Whether or not this is because of a lack of trust in the electronic systems used by travel operators, or their own personal technology, there is a strong appetite for tangible printed documents as a reliable reference.”

When asked what information holiday makers want readily available when travelling, the top five included: the address of the final destination (67%), a map of the destination (51%), directions to where they are staying (42%), public transportation directions to destination (31%) and key local addresses and numbers (28%).

Ranner continues: “The message to travel companies is clear; printed travel documents are still incredibly important to holidaymakers but the information they contain could be far more useful. Rather than only providing details specific to the bookings or using whitespace to deliver targeted banner ads that are often disregarded, businesses can add value to printed travel documents to extend and improve their customers’ experience, not just by giving them the information they need, but also the details they actually want to hand in a user and print friendly way, reducing the need for them to rely on the internet while abroad.

There is also an opportunity to fuse together the benefits of the internet with the reliability of print. Using selectable or customisable online documents that allow consumers to print out what’s relevant to them is a level of personalisation that demonstrates an understanding of customer needs and shows that they are at the heart of your business.”

**-ENDS-**

**About the research**

The Canon research results are based on findings from a survey conducted by ICM Unlimited that polled 5,000 qualified individuals across the UK, France, Germany, Italy and Spain in June 2015.

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Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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