



Increase in online taxi bookings driven by consumer trend towards price comparison websites.

Published on 14 February 2014

Online taxi fare comparison website Taxipricecompare.co.uk has seen month on month increases in online bookings assisted by the consumer trend towards using price comparison sites.

The website enables users to enter their journey details and receive instant prices from a number of Private hire and Taxi firms which are then ranked by price, number of reviews and highest customer feedback rating.

Managing Director, Jonathan Kettle said "Since the economic downturn everyone is looking at ways to save money."

"People have been using price comparison sites for large purchases such as holidays and insurance for many years. This awareness has now filtered down to smaller purchases such as taxi services and we at taxipricecompare.co.uk are positioned to take advantage of this trend with our website."

Month on month taxipricecompare.co.uk has seen accelerated growth in online bookings and is expecting to reach half a million visitors during 2014. The website is now looking to grow its network of Private Hire and Taxi partners across the UK.

Jonathan added "We have noticed an increase in comparisons for all journey types but in particular higher value fares such as airport transfers. We expect this trend to continue throughout January and February as we benefit from people booking holidays in the New Year and looking to secure the best price for their transfers."

"To help us cope with the extra demand we are offering free membership to taxipricecompare.co.uk to all Taxi and Private Hire companies during February. This offer can be redeemed by visiting our website and entering voucher code "PHTM12" when signing up."

Taxipricecompare.co.uk launched in 2011 with the aim of bringing the benefits of the internet to the taxi industry and currently has a network of over 350 Private Hire and Taxi partners across the UK.