

MAY BANK HOLIDAY TRAVEL SURVEY

British Travellers Want Bank Holidays to be More Evenly Spread

Convenience and Less Stress is the Main Attraction for Domestic Holidays

British Weather a Turn-Off for Holidaying at Home in May

Fuel Prices, Exchange Rates Airport Chaos and Environmental Concerns Are No Barrier to Travel, with Nearly Half Travelling this May

London, April 25, 2008: As we approach May with its double header of public holidays at the beginning and end of the month it seems that most holidaymakers would prefer to have our bank holidays more evenly spread throughout the year. This was one of the findings of a survey about spring holidays among more than five hundred British travellers conducted by TripAdvisor, the world's largest travel community.

Seventy-four percent of respondents said that they would prefer public holidays to be more evenly spread throughout the year. Nevertheless, it seems that the spring breaks are a popular time for many of us to getaway with 46 percent saying that they are planning a vacation during the May holidays, a slight increase on last year. Of these, 24 percent of travellers will be taking a long weekend break, 18 percent a week or longer and 10 percent a day tour. Forty five percent of respondents said they avoided travel on a public holiday.

Asked what they liked most about spring holiday travel, forty-five percent of the British travellers said that taking a break in May is a welcome relief after the long winter. Eighteen percent said it was because it is less crowded and 15 percent indicated that the prices were more reasonable than summer.

While 18 percent of the respondents said that they planned to holiday in the UK this May, slightly more (19 percent) were going abroad, despite the current drop in the value of the British pound against the euro. Convenience and less stress was the main attraction of holidaying in the UK for 24 percent of travellers while 23 percent appreciated the opportunity to learn more about their home country. Asked what they liked least about holidaying in the UK, half of all respondents cited the unreliability of the weather and less sunshine than abroad. Fifteen percent said the food, drink and hotels were cheaper abroad and the accommodation was better.

According to survey's respondents the most popular parts of the country to visit this May are the North of England, followed by Wales, South of England and Scotland. The most popular countries to visit abroad are France followed by Spain.

More than 50 percent of travellers expect to be spending between two and six hours on their journey to and from their May holiday destination. It looks like the Brits could be enjoying a mixed range of activities this spring. Seeing a cultural attraction is the most popular for 16 percent of TripAdvisor British members while, 15 percent will be taking a city tour, 13 percent going to the beach and 12 percent visiting national parks or gardens. Eleven percent said they will be taking a cycling or walking holiday. Most (27 percent) will be staying at a hotel, while seven percent will be imposing themselves on friends or relatives.

It seems that little will deter British travellers from taking a break this May. Seventy-eight percent of TripAdvisor British members said increases in fuel prices will not affect plans, neither will the airport delays of 2007 for 91 percent, or concerns about the environment for 88 percent.

Contact:

01732-760451

Ian Rumgay: 07803903602

irumgay@tripadvisor.com

Jane Owen: 07747036050

jowen@tripadvisor.com