

## **ROMANCE ON HOLIDAY SURVEY**

# **Holiday Flings Are Doomed And Couples Not Always More Passionate On Holiday**

**LONDON, U.K. – 29 July, 2010** – TripAdvisor®, the world's largest travel site\*, today announced the results of its Romance on Holiday Survey. Amorous Brits thinking of embarking on a holiday romance take note, they may be exciting but they're not long-term – 93% of all holiday flings end in failure.

With the summer holiday season in full swing, it seems for many Brits there is more on the holiday itinerary than just sightseeing. "Our research reveals just how popular a holiday romance is among Brits and shatters the illusion that couples are always more passionate on holiday," explains Emma O'Boyle, spokesperson for TripAdvisor.

### **The Return of Shirley Valentine**

The TripAdvisor Romance On Holiday Survey, carried out on almost 3,000 travellers, reveals that over half (58%) of Brits have enjoyed a holiday romance at some point. But just as Shirley Valentine discovered in the classic 1989 film, 93% of holiday romances end in break up:

- A third (35%) of Brits claim the relationship did at least last until they arrived home
- Of those who have had a holiday fling, a third (36%) romanced a local person while a fifth (22%) had relations with a tourist of another nationality
- However, over two thirds (38%) decided to stick with what they know and had a holiday romance with another British tourist

### **Sex On Holiday? Not too much...we're British**

When it comes to British couples on holiday the TripAdvisor survey found that sun and sea do not necessarily mean more sex:

- Fewer than half (45%) of all British couples have more sex than usual when on holiday
- 61% of Brits claim to be more romantic when on holiday, yet a quarter (26%) don't need the excuse of a holiday and are just as romantic regardless

### **Holiday Showdown**

Despite holidays being the perfect time for romance and relaxation the research also found that not all British couples are as happy as they may look. A fifth (20%) of Brits admit they often argue more on holiday than they do at home. The top reasons for holiday bust-ups are:

- 1) What to do/where to go
- 2) Just getting on each other's nerves
- 3) Money
- 4) Partner flirting with/ogling other people

"Holidays are a great opportunity for couples to unwind and enjoy spending quality time together, but it doesn't mean you need to spend every minute together," continued TripAdvisor's Emma O'Boyle.

"With issues over what to do a major cause for disagreement couples should select a destination that appeals to both parties. Many beach destinations also have local activities for the more energetic, and if you're an adrenalin junkie make sure there are relaxing options too if your partner prefers a good book over a good adventure."

**-Ends-**

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**Notes to editors**

2,963 respondents took part in the TripAdvisor survey (June 2010)

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