

Halifax press release

Britons holidaying in a bubble

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New research reveals that while millions of Britons are taking exotic package holidays, the majority spend their breaks in the 'bubble' of their resort.

- Britons spend on average less than seven hours in total away from the confines of their hotel
- All inclusive breaks now count for 33% of all holidays
- Three quarters of package holiday Brit's make no attempt to speak the local language
- Egypt is viewed as most popular exotic destination

New findings from Halifax Travel Insurance have highlighted what a bunch of 'culture vulture' we Brits are not. Recent research conducted with over 2,000 respondents has identified, that while a massive 2.5m Britons take a package holiday to an exotic location each year, the average holidaymaker spends a meagre seven hours outside their hotel. This means that a staggering 42% of insular Brits never speak to any local people leading to three quarters of these holidaymakers not even attempting to speak the local language.

Each year one in ten Britons (4.3 million) go on a package holiday to an exotic destination. Of these, 800,000 are on an all-inclusive basis bound for an exotic destination. With the popularity of these holidays continuing to rise is the cultural experience of exotic, unspoilt locations under threat?

Britons on exotic package tours are looking for breaks where all their needs are catered for within their holiday complex. All-inclusive holidays where all food and drinks are thrown in, are now the most popular type of package holiday to an exotic destination, accounting for a third (33%) of these breaks. Half board holidays account for one-in-five (20%) package holidays to exotic destinations.

Days out with the family are a 'no no' when on a holiday with adequate facilities at the hotel. Almost three quarters (70%) of package holiday Brits never visit modern tourist attractions such as a water or theme park. It seems a long day at the same pool, will be followed by a long evening in the comforts of the same bar as many opt to eat in the resorts catering establishments rather than go and sample the local cuisine.

Paul Birkhead, Senior Underwriting Manager at Halifax Travel Insurance, said: "Our research strongly suggests that the idea of a holiday, to most, is a room with pool and somewhere to eat. Package holidays such as all-inclusive allow Brits to arrive and stay put for the duration and it certainly makes financial sense to make the most of the facilities as this is what you are paying for."

"Holiday insurance is still a necessity regardless of what you plan to do on your break. People intending to stay in the confines of the resort will still need cover as accidents can happen by the pool, your luggage can still go missing or your holiday can be cut short for unforeseen reasons. Insurance is one thing that is not included in the price of an all-inclusive break. Holidaymakers should not be lulled into a false sense of security thinking they are immune from things going wrong just because they won't be going anywhere other than the hotel."

Regional findings

People living in the Midlands are the biggest fans of the all inclusive, closely followed by those living in Scotland. People living in the South east are least likely to purchase an all-inclusive package, perhaps indicating they are less concerned about travelling on a fixed budget and have a greater desire to explore the country they are visiting.

Table one: Regional breakdown of all inclusive package holidays to exotic destinations

Region	Percentage of holidaymakers travelling on exotic package holidays that take all inclusive breaks
Midlands	43%
Scotland	40%
Wales & South West	33%
North England	32%
South East	26%

Source: Halifax Travel Insurance 2008

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Editors' Notes

1. Research conducted by ICM amongst 2053 Britons between 7th-9th March 2008.