

HOLS IN 2009

1. Have you been abroad in the last 12 months?

Choice	%
Yes	55.41
No	44.59

2. If you do plan to go on holiday next year, when will you book it?

Choice	%
I've already booked it	15.83
In January	10.03
1-2 months before I go	16.83
3-4 months before I go	18.39
5-6 months before I go	5.70
7-8 months before I go	3.66
Last-minute - just before I go	8.98
Don't know	20.58

3. How much are you willing to spend per person on a holiday next year (not including spending money)? (In pounds)

Choice	%
300-500	54.19
501-800	22.48
801-1200	14.67
1201-1500	5.15
1501+	3.51
Average: 632.04	

4. Is this more or less money than this year?

Choice	%
More	23.21
Less	31.92
About the same	44.87

5. On average, how much do you budget for each day for holiday spending money? (In pounds)

Choice	%
0-50	36.70
51-150	32.61
151-250	16.71
251+	13.98
Average: 110.54	

6. Do you expect package holidays to be cheaper in 2009, in light of the economic downturn?

Choice	%
Yes	32.61
No	31.18
Unsure	36.21

7. During the year, what do you look forward to most?

Choice	%
Special occasions - Christmas/Birthdays/public holidays	23.17
Summer holiday	32.65
Seeing family/friends	16.59
A pay rise/bonus	12.42
New things, e.g. car, clothes, furniture, electronic gadgets, etc	9.60
Dinner out	3.31
Parties	2.25

8. Do you enjoy planning and anticipating your annual holiday?

Choice	%
Yes	66.53
No	20.80
Don't know	12.67

9. What worries you most about going on holiday?

Choice	%
Travel	9.60
Crime	11.28
Language barriers	5.23
Food	8.09
Heat/sunburn	5.44
Putting on weight	5.88
Spending money	17.70
Being ripped off	8.87
Things going wrong with the hotel/hire car/food etc	14.14
Being stranded abroad and unable to get home	7.93
Terrorism	5.84

10. What do you value most about going on holiday?

Choice	%
An opportunity to get away from everyday worries	20.64
Spending quality time with my family/friends	18.80
Time for sex with my partner	4.90
Relaxing and recharging	14.92
Gaining life experience	11.28
Getting a tan	3.88
The envy of people when I get home	1.80
Seeing my family and friends when I come home	1.47
The food	1.63
The culture	4.99
New people	0.49
The weather	4.00
The break from everyday routine	11.20

11. If you were given 2,000 pounds next week, what would you spend it on?

Choice	%
Cosmetic surgery	2.86
Savings	18.23
Paying off debts	31.47
My family/friends	8.70
A holiday	24.48
Clothes	4.54
Gadgets for my car	1.23
A new computer	3.72
Other	4.78

Other
new bed
paying for wedding
a car
paying off mortgage
clothes and a holiday
My Home
Garden
my pets
things for the house
home improvements
towards extending house
Flying lessons

12. Do you make sure you book with a travel company that is an ABTA member?

Choice	%
Yes	50.59
No	22.80
Don't know	26.60

13. Which of the following statements applies to you?

Choice	%
I only book with companies that are ABTA assured	36.78
I only book with companies that I have heard of	27.67
It is not something that I consider	14.10
I book with whoever I can get the best deal from	21.45

14. What do you value the most of your annual purchases?

Choice	%
Summer Holiday	36.58
New car	14.79
New clothes	13.85
Cosmetic surgery/beauty therapy	3.51
Home improvements	17.41
Christmas presents	13.85