

The 2016 Travel Survey Snapshot



2016 was certainly a year full of news, views and events in the travel sector. Travel extras specialist, Holiday Extras surveyed over 35,000 of its customers this year - Here is a summary of UK holidaymakers' opinions in one simple snapshot.

The Brexit Effect...

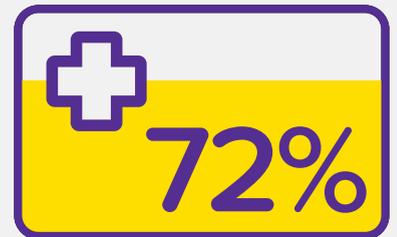
Pre-referendum:



53%
unconcerned with flight price rises after a Brexit result.

68%
wouldn't take a "staycation" instead of a trip abroad.

The European Health Insurance Card



Not concerned about losing the protection offered by the card.

After the result:

Percentage of British holidaymakers basing their holiday choice on the value of the pound.



Percentage of those who say that they will swap their suitcases for cabin bags to avoid potential charges.



15% say they'll avoid the temptation of splashing out on duty free items.

Spending at the resort...



40%
of women said they would tighten their spend on holiday.



28%
of men said they would tighten their spend on holiday.



26%
intend to purchase Euros, ahead of their trip.



14%
aim to stick to a pre-planned budget.



to avoid hotel meals and mini bar.



19%
may consider self-catering.



Percentage of those polled who aim to curb their spending on gifts and souvenirs.

Holiday Behaviour...

The average **British family** spends more than two months' household salary on their Summer holiday. Here's what a survey of over **6000** holidaymakers revealed:

Average spend per person on the cost of a holiday:

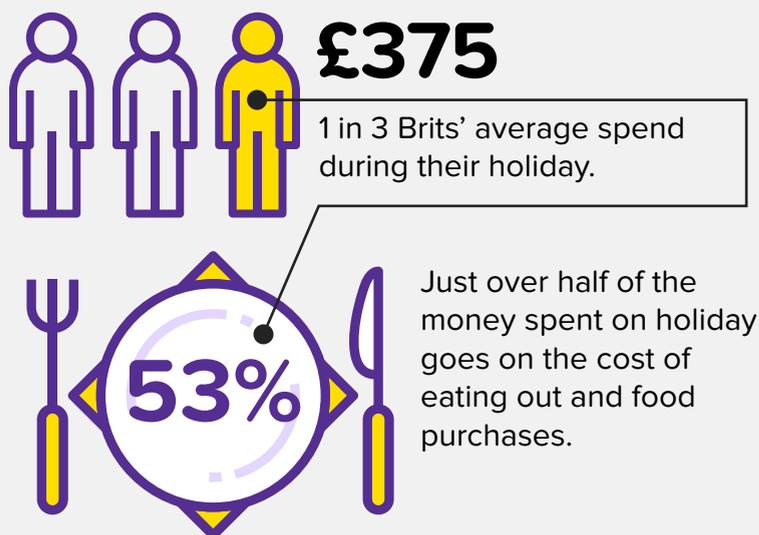


* Family of 4, based on a £26,500 average national wage = more than 2 months' salary.

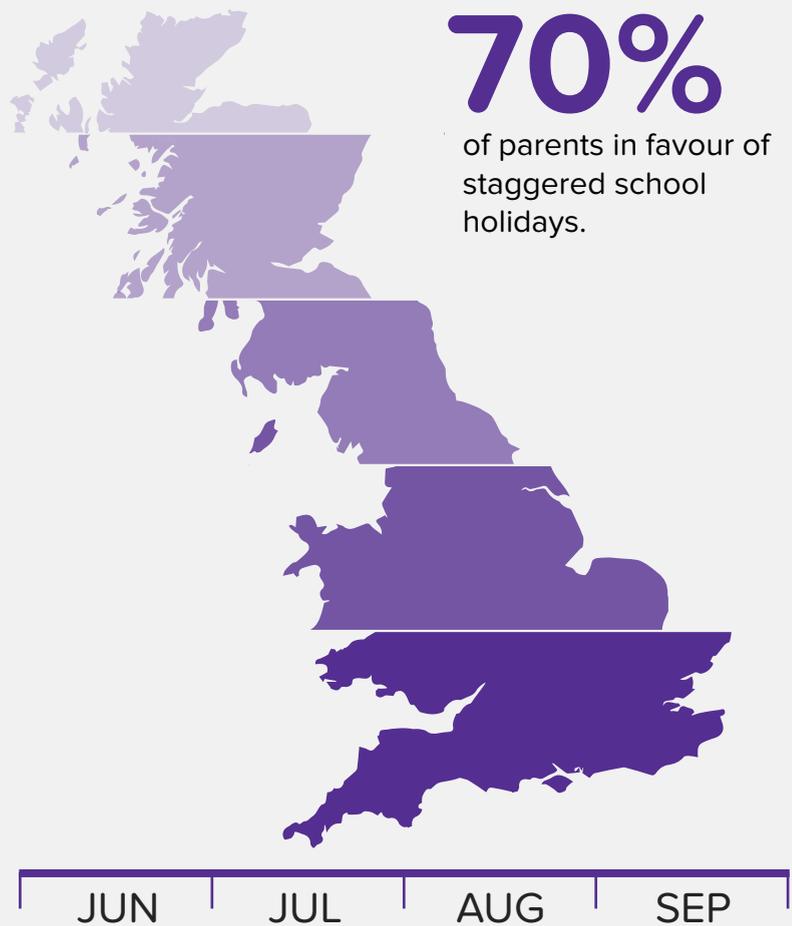
Those who spend more:



Making a meal of it...



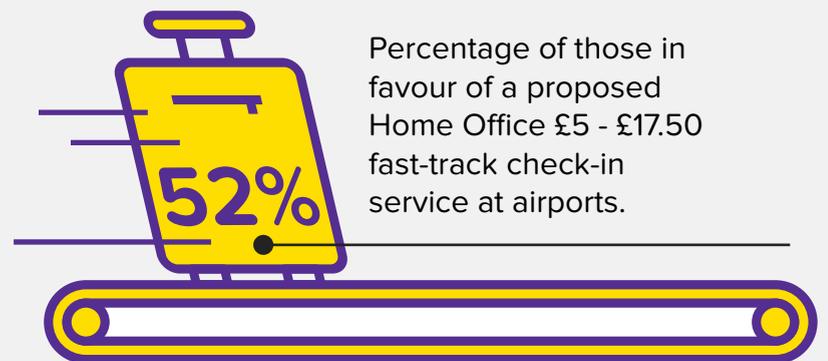
School holidays:



70% of parents in favour of staggered school holidays.

60% against having to pay a £60 - £150 fine for taking the kids on holiday in term-time.

Checking in at the airport:

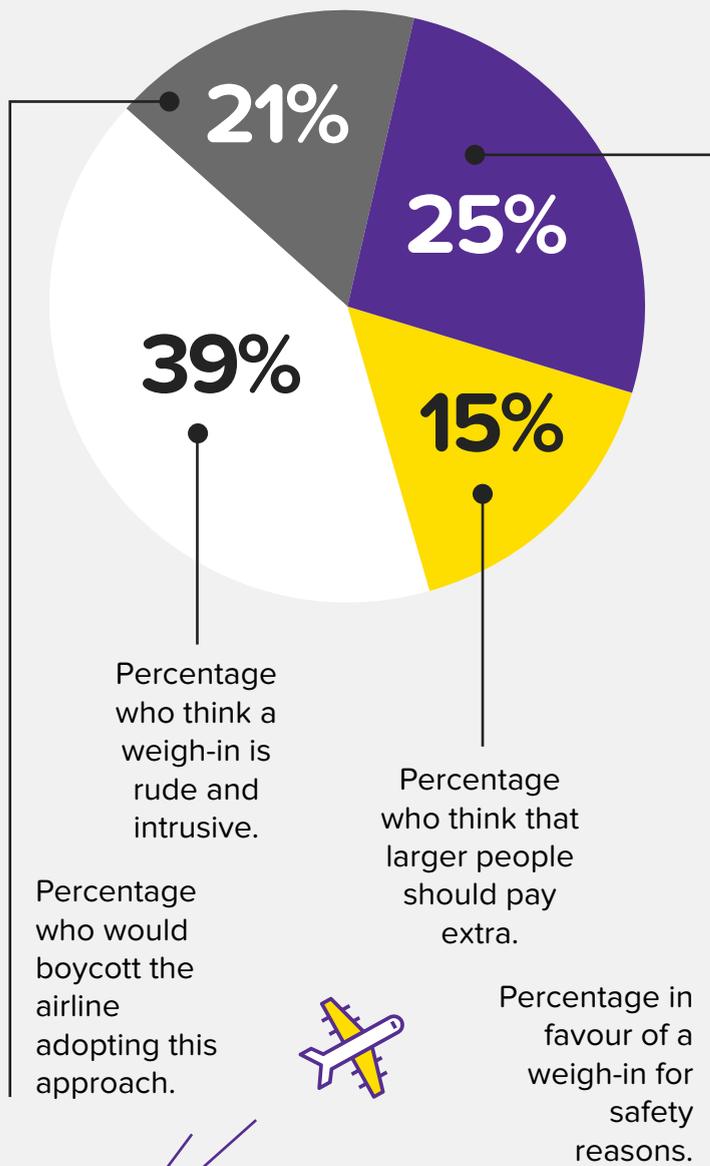


£s for pounds...



Holiday Behaviour... (cont)

£s for pounds... (cont)



1:10 Conversely, 10 percent say the initiative would encourage them to fly with the airline.

Passport significance



More than half of those polled consider the UK passport to be highly symbolic - representing our sovereignty and independence.

27% see it as nothing more than just another travel document.

46% like its current format and see no reason to revert back to the hard-backed format.

Can't go away without...



By far the most popular food and drink item taken on holiday is **Yorkshire Tea** - according to nearly half of all those polled.



Walkers crisps and KitKat came in second and third place respectively.

Brits' favourite in-flight snacks...



Mini-Cheddars are the number one in-flight snack.

14% Jaffa Cakes

13% Cornish Pasties

At the wheel...

88%

Almost 90% of British **male** drivers feel confident driving in wintry conditions.

12% Have taken extra training for adverse conditions.



63%

of women are confident driving in freezing conditions.

5% Have taken extra training for adverse conditions.

84%

of Brits would recommend removing an elderly relatives' driving license if circumstances dictated:

55%

Others' safety.

18%

Own safety.

11%

No reason to drive anymore.