

Brits choose holiday partners for sun, sand, and... a laugh

Submitted by: pr-sending-enterprises

Friday, 15 September 2006

British holidaymakers would pick fun over glamour when it comes to holiday companions according to research by Barclays Insurance (<http://www.barclays.co.uk/insurance>). Northern comedian Peter Kay has topped the list of celebrities Brits would most like to go on holiday with, relegating homegrown starlet Keira Knightley and Hollywood heart throb George Clooney to second and third places.

Elsewhere in the list, Kylie Minogue and Angelina Jolie are the only other non-Brits in a top ten dominated by British personalities. Whilst good looks and the fun factor clearly play an important part when choosing Britain's favourite holiday companion it seems that most people remain loyal to their local heroes – Scots favoured Sean Connery whilst the North of England was the most supportive of Peter Kay.

Unsurprisingly, good-looking and successful members of the opposite sex made up the top ideal holiday companions for both male and female respondents with the exception of all-round favourite Peter Kay who appeared second in the lists for both sexes. However it appears that a large number of male holidaymakers would prefer to take a fellow fella with them on their travels with a total of four males featuring in their top ten whilst the only woman that females would consider holidaying with is Davina McCall.

Across the age groups, Big Brother presenter Dermot O'Leary was the most popular companion amongst the under 30s but over 50s would prefer to share a sunlounger with Joanna Lumley. At the other end of the scale, politicians and royals were the most likely to be left behind at the airport as Cherie Blair, David Cameron and Prince William came bottom of the poll.

Mark Till, marketing director for Barclays Insurance (<http://www.barclays.co.uk/insurance>), said: "It seems that Brits are more interested in having fun and sharing a laugh with the likes of Peter Kay and Dermot O'Leary than opting for the glamour of film stars or supermodels. For most of us our holidays are the precious moments when we get away from it all to enjoy time away from work and the daily routine. While we cannot provide you with your favourite travel companion, we can make sure that you don't have to worry about anything else like cancelled flights, getting ill or lost luggage by taking out sufficient travel insurance. All that remains is for you to have fun and enjoy your holiday – whoever that may be with."

Barclays (<http://www.barclays.co.uk>) are currently offering an automatic upgrade to annual travel insurance for anyone taking out a policy for 14 days or more, providing 52 weeks of cover for the price of two weeks. For more information on Barclays travel insurance and other products, go to Barclays Insurance (<http://www.barclays.co.uk/insurance>).

Celebrity travel companions – tables:

Table 1:

Top ten ideal celebrity holiday companions

1. Peter Kay
2. Keira Knightley
3. George Clooney
4. Kylie Minogue
5. Angelina Jolie
6. Robbie Williams
7. Dermot O'Leary
8. Joanna Lumley
9. Sean Connery
10. Davina McCall

Table 2: Top ten ideal celebrity holiday companions (male respondents)

1. Keira Knightley
2. Peter Kay
3. Kylie Minogue
4. Angelina Jolie
5. Joanna Lumley
6. Charlotte Church
7. Natasha Kaplinsky
8. Sean Connery
9. Dermot O'Leary
10. Jonathan Ross

Table 3: Top ten ideal celebrity holiday companions (female respondents)

1. George Clooney
2. Peter Kay
3. Robbie Williams
4. Dermot O'Leary
5. Sean Connery
6. Davina McCall
7. David Beckham
8. Jonathan Ross
9. Brad Pitt
10. Prince Charles

Contact Barclays:

Elizabeth Holloway
0207 116 6229
elizabeth.holloway@barclays.com