

CHEAP HOLIDAY SALES ON THE UP AS BRITS GET TIRED OF GLOOMY

UK

Submitted by: 10 Yetis PR and Marketing

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Sales are up 203% on Q3 of last year for the UK's fastest growing independent online travel agent, showing that despite the turbulent economic climate, Brits are increasingly seeking cheap ways to escape the doom and gloom of reality Britain.

The UK's fastest growing independent online travel agent has seen a 203% increase in holiday sales in Q3 2008 compared with Q3 2007, showing that despite talk of a recession, more Brits are leaving their debts and winter woollies at home and heading off for some affordable sun, sand and relaxation.

The holiday industry has been facing a tough time, with the increasingly harsh economic downturn causing a serious lack in disposable income, which has seen many holiday companies suffering and ultimately going under.

However, www.sunshine.co.uk has seen a dramatic increase in the number of holidays Brits have booked this year compared to last year, with an increase of 203% in Q3 2008 compared to Q3 2007.

A breakdown of these results shows the following:

- 268% increase in turnover in July 2008, compared to July 2007
- An increase of 242% in August 2008, compared to August 2007
- An increase of 103% in September 2008, compared to September 2007
- Forward sales for 2009 are up 110% on last year.

Chris Brown, Managing Director of sunshine.co.uk comments;

"For us, 2008 has been our busiest year so far and our growth demonstrates that despite the volatile economy, Brits are increasingly being drawn to jetting off into the sunset and leaving their troubles behind them."

Brown continues;

"A bargain get-away is becoming the nations solution in the midst of this economic nightmare and what better way to forget about home or work stresses than relaxing on a beach or lazing by a pool? It seems Brits are after some escapism and are fed up of hearing about just how bad the current situation is."

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For more information or to set up interviews with Chris Clarkson please call Emma Stockley, 10 Yetis Public Relation Agency, on 01452 348211 or email emma@10yetis.co.uk

Editors Notes:

- Sunshine.co.uk is the UK's largest independent online travel agent
- The management team behind the company created and managed Holiday Watchdog which was bought

by TripAdvisor in February 2008 for an undisclosed amount of money.

