

Feeling Guilty? Offset Remorse With A 'Guilt Trip'

Submitted by: Lucre Marketing Ltd

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With one-in-three Brits admitting to feeling guilty at least once a day, and worries about not being eco-friendly enough topping the list, a tour operator has launched a range of breaks which aim to offset personal guilt.

While of little interest to a worry-free 15 per cent who claim to have never felt guilty in their life, the new online tool launched today by meaningful travel company i-to-i allows holidaymakers to match a 'guilt trip' to meet their individual sins.

After answering a range of questions at www.i-to-i.com/guilt-trips, the free online calculator works out personal guilt levels and then recommends a meaningful overseas trips designed to specifically offset that guilt.

The research showed that, after eco-friendliness (31%), 'not being involved in the community' (29%) was the second most popular response – a quarter (25%) of Brits claim that not giving enough to charity caused them the most guilt. Meanwhile, 'Food & drink' (49%) and 'Clothes' (16%) were top of a poll of our guiltiest pleasures.

Mat Lewis at i-to-i said: "We are constantly made to feel guilty, so we felt it was about time people were given a chance to redeem themselves! The calculator will assess your guiltiness and find the perfect trip for you, based on your confessions.

"The i-to-i portfolio of volunteering holidays offers unique experiences that provide an exciting overseas adventure whilst giving something back to a local community abroad – perfect for that feel-good glow inside and out. The range of trips available spans the globe and includes conservation, community development and teaching projects, which can last from one-week to a whole year, depending on how guilty you are!"

To test your individual levels of guilt and find a personal 'Guilt Trip' to match, visit www.i-to-i.com/guilt-trips

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For more information on i-to-i, please contact Katie, Tori or Adrian on 0113 243 1117 or email pressoffice@i-to-i.com