

## Average cost of a holiday drops almost £300 in 2009

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Brits are spending almost £300 less on their holidays this year, thanks to the recession.

Researchers have found that 2009 will see people spend just £2,092 on their family holiday – £259 less than in 2007.

And the biggest cut back is on travel with the average family spending just £545 on getting to and from their destination in 2009, a drop of almost £82 since 2007.

Another £63 is being saved on the accommodation, which has gone down from of £525 in 2007 to an estimated £461 this year.

Courtney Wylie, MD for Holiday-Rentals.co.uk (<http://www.holiday-rentals.co.uk>), which carried out the poll, said: "The credit crunch is really taking its toll on Brits."

"However, rather than missing out on the family holiday altogether, our research proves people are simply cutting back on some of the costs so they are still able to go away."

Holiday-Rentals found that 67 per cent of Brits are doing everything they can to cut the cost of their holiday, with staying in the UK (40%) the most popular way of saving cash.

Almost 49 per cent are planning to avoid peak times, while more than a quarter are staying in a cheap hotel and twenty-one per cent are planning to go self catering or rent a holiday home.

But not everyone is willing to cut back as 31 per cent say they would never consider staying in cheaper accommodation, while 23 per cent wouldn't dream of going to a less expensive destination.

Wylie from Holiday-Rentals added: "There are several ways to cut the cost of a holiday, without compromising on quality."

"Booking travel and accommodation independently online, going self-catering and renting a holiday home are good ways to make your pounds go further."

"Self-catering means savings on food and the opportunity to enjoy local produce, and as well as kitchens, holiday homes offer more space and privacy for up to 50% less than similar standard hotels."

The poll of 2,000 people also found that we are taking almost £50 less spending money away with us this year, down to £425 from £475 two years ago, while £14 is being cut of the 2007 food bill of £199.

Cash-strapped Brits are also spending less on their holiday wardrobe, buying just £96 worth of new clothes compared to more than £111 two years ago.

Other aspects of a holiday Brits are spending less on also include duty free shopping and excursions and

activities while away.

Holiday spends	-	2009 v -	2007
Travel	-	£545.50 v -	£627.05 (81.55)
Accommodation	-	£461.35 v -	£524.65 (63.30)
Spending money	-	£425.70 v -	£475.10 (49.20)
New clothes	-	£95.80 v -	£111.38 (15.58)
Meals and eating out	-	£185.13 v -	£199.05 (13.92)
Duty free shopping	-	£52.64 v -	£62.66 (10.02)
Activities/excursions	-	£114.65 v -	£123.25 (8.60)
Car hire	-	£61.55 v -	£67.43 (5.88)
Airport parking & hotels	-	£75.18 v -	£78.78 (3.60)
Travel insurance	-	£24.32 v -	£26.80 (2.48)
Sun cream & toiletries	-	£23.61 v -	£25.60 (2.48)
Pre-holiday pampering	-	£17.45 v -	£18.88 (1.43)
Books/magazines	-	£9.18 v -	£10.05 (0.87)
Total	-	£2,092.06 v -	£2,350.68

Top ten ways of keeping down costs:

- 1) Staying in the UK
- 2) Avoiding peak times
- 3) Researching the best deals online
- 4) Taking less spending money
- 5) Staying in a cheaper hotel
- 6) Travelling the cheapest way, regardless of whether or not it is the quickest way
- 7) Renting a holiday home/going self-catering
- 8) Avoiding popular destinations
- 9) DIY holiday – booking different parts of the holiday yourself instead of going for a package deal
- 10) Haggling to bargaining over prices for travel and accommodation

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