

“To Vacation or to Staycation?” ... asks Thomson Holidays

Submitted by: TUI UK

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With the Met Office predicting that the rest of the summer in the UK will be a washout, a holiday abroad (<http://www.thomson.co.uk/deals.html>) offers value for money in more ways than one

Should I stay or should I go? That's the question everyone who has yet to book their holidays (<http://www.thomson.co.uk>) for this summer is asking, especially as the poor UK weather seems set to outstay its welcome. There is a perception that choosing to holiday in the UK offers better value for money during this recession than a holiday abroad, when in actual fact the opposite can often be the case. With British operators promoting the benefits of staying at home by pushing the value for money message, Thomson (<http://www.thomson.co.uk/late-deals/late-deals.html>) is keen to show that there are still good bargains (and better weather!) to be had overseas.

Thomson operates a flexible business model which allows it to increase or decrease the amount of holidays (<http://www.thomson.co.uk>) it has available at any given time to suit market demand. Combined with its current summer sale, which offers £500 off per couple and free child places*, a holiday abroad is looking more than appealing when bench-marked against the costs of many UK holidays.

According to recent research by Santander credit cards, those holidaying in Britain this year face a peak season price increase of 39% for holidaying in mid august, versus mid-July. No one would dispute that the simple economics of supply and demand dictate price increases in the peak summer holiday season, but this figure compares to a relatively modest increase of 6% for holidays in Spain.** As an example of this, a week's holiday at Centerparcs Longleat Forest, from 10th August 2009, currently costs from £1,946 for two adults and two children.*** This cost is for accommodation only. Compare this to a week's package holiday in Majorca, staying at the 4T Hotel Rey Don Jaime (<http://www.thomson.co.uk/destinations/europe/spain/majorca/santa-ponsa/hotels/hotel-rey-don-jaime.html>), Santa Ponsa and departing from Manchester on the same day, which currently costs £1,799 for two adults and two children. This includes return flights, accommodation on a half board basis, in resort transfers and all taxes and charges. ****

At a time when some are dismissing a holiday in the eurozone out of hand because of the current exchange rate, a recent survey by the Post Office demonstrates that such assumptions may be misplaced. For example, the cost of a family meal, based on two adults and two children, to include a bottle of wine and two soft drinks in a local restaurant, costs an average of £31.39 in Spain, in comparison to £57.85 in Brighton. Furthermore, taking into account the price of 10 staple holiday items such as a bottle of lager, a cup of tea and sun cream, the costs were 38% less in Spain than in Brighton. *****

Thomson has launched a new online late deal finder where customers can search for holidays by departure date, airport, duration and destination. Visit <http://www.thomson.co.uk/late-deals/late-deals.html> for more information.

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Notes to editors:

* Sale runs until midnight on Monday 3rd August, 2009

** Information taken from press release issued by Santander on 15th May 2009

*** Price taken from <http://www.centerparcs.co.uk/> and was current as of 27th July 2009

**** For more information, or to book, visit your local travel agent, go to www.thomson.co.uk or call 08712313235

***** For more information, see www.postoffice.co.uk/beacharometer2009