

# Spain set to top holiday hot spots for 2011, but women are scared to take to the wheel when driving on the continent

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New carhiremarket.com survey reveals that women are the weaker sex when it comes to driving abroad!

16th February 2010 – Spain looks set to top the charts as the most popular holiday destination for Brits in 2011 with a huge 25% of car hire bookings made this winter confirmed to the land of sangria, salsa and sun. But who will be donning their shades and taking the driving seat when it comes to getting around in the hire car abroad?, 62% of women drivers prefer not to drive while on holiday abroad according to research commissioned by leading car hire price comparison site carhiremarket.com.

According to the online poll of more than 2,000 adults, almost half (49%) of the drivers asked didn't like driving abroad. 62% of women drivers admitted to feeling scared or uncomfortable in the driver's seat and this compares to just 35% of men who cited concerns, clearly indicating that overall, women prefer to take a back seat on driving duties while overseas. The survey also showed that younger drivers are far more confident than middle aged drivers.

60% of younger drivers aged between 18 and 24 years claimed to have no qualms at all about driving abroad compared to the over 55s, where this figure dropped to 46% of drivers citing no concerns or negative comments about taking to the wheel when on holiday.

The top driving worries cited by Brits who have driven abroad were revealed as driving on the right (39%), followed closely by 32% claiming they had problems with road signs in a foreign language and 27% blaming road signs that are different to those in the UK. Women also admitted they found driving on the right (49% of women vs 31% of men) and driving a left hand drive car (35% of women vs 20% of men) much more of a challenge than men.

25% of drivers admitted they have never driven in a foreign country and wouldn't want to: 8% cited being too scared and 7% claimed they would get someone else to drive with 13% saying they would drive if they had to, but wouldn't feel comfortable with it.

With many Brits looking forward to a fly-drive holiday overseas this year, Anel Bruns, Product Manager at leading car rental price comparison site carhiremarket.com, advises drivers to do their homework before embarking on a journey: "Knowing specific traffic rules and local driving etiquette can help boost your confidence as a driver overseas helping to avoid unpleasant surprises."

For more information on driving regulations at the destination you are travelling to, plus great value car rental, car hire comparison or for more information on car hire destinations or airport car hire, visit [www.carhiremarket.com](http://www.carhiremarket.com)

## Survey Methodology

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2104 adults. Fieldwork was undertaken between 8th and 11th October 2010 and was carried out online. The figures have been

weighted and are representative of all GB adults (aged 18+).

Figures for the most popular holiday destination taken from bookings on carhiremarket.com during December 2010 and January 2011

About carhiremarket.com

carhiremarket.com is an independent price comparison website whereby customers can choose a car hire out of 24,000,000 offers from 130 suppliers and 90.000 stations in 178 countries and book directly.

carhiremarket.com is connected with the most reputable car hire suppliers worldwide over an XML-reservation interface. The customers can reserve their desired car hire with only two steps and can specify their offer by filtering through price, car category, equipment, doors / passenger and supplier. In addition, the customer can immediately see which services are included in the offer. Another advantage: Bookings can be made directly on the site.

By exclusively negotiated rates with the car rental companies carhiremarket.com also guarantees special terms and prices. Furthermore, our trained call centre provides support to our customers with their online reservations and also with any other questions around the subject rental car. They are available by phone from Monday to Friday from 9 a.m. to 7 p.m. and Saturday from 10 a.m. to 6 p.m. – for free. The team care about concerns and booking procedures. From England you dial the toll free service-hotline 0800 098 82 20 and from USA and Canada the toll free number 001 888 816 5478. Short news also on Twitter: <http://twitter.com/carhiremarket>.

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