

Confused.com reveals that Brits can't live without their yearly holiday abroad

Submitted by: pr-sending-enterprises

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Confused.com has announced it is giving away a free family holiday to Florida, for 14 nights with £1000 spending money to support those who simply can't live with their yearly holiday abroad.

According to research carried out by the leading price comparison site, 45% of Brits say the ideal non-UK destination is within Europe, while almost one in three (30%) say their ideal holidays are outside of Europe.

Confused.com (<http://www.confused.com/travel-insurance>) has partnered with Teletext holidays, to offer its customers the chance of winning a dream family holiday (2 adults and 2 children) to Florida, USA for 14 nights with £1000 spending money, just by buying their family travel insurance through Confused.com.

The competition runs until 31 August and if a customer buys their family travel insurance between this time period they will automatically be entered into a free prize draw. The winner will be selected at random after 31 August and will be notified 28 days after. Not only will they get to spend 14 nights in Florida but they will also be given £1000 to spend on whatever they want.

When searching for the ideal get-away, the majority of UK holidaymakers are looking for a seaside break, with 45% of people choosing 'beach' compared to just nine per cent wanting an active or sporty holiday. Less than five per cent seek snow for their break, while sightseeing is a priority for almost one in three holiday makers (32%), rising to 45% for people aged 55+.

57% of 18-25s would prefer to spend their holiday at the beach. 25-35 year-olds are most likely to choose an active or sporty holiday, compared to other age groups (14% compared to 9% on average) but the majority of this age group (52%) still prefers the beach, making Florida an ideal destination for these holiday goers.

Worryingly, only just over half (55%) of people always buy travel insurance when they go away, despite 90% of people having holidayed abroad. A surprising 15% always take a risk by not purchasing any insurance even though illness abroad tops the list of holiday nightmares with 44% of holidaymakers having experienced illness either themselves or among their party while abroad. Family travel insurance can cost as little as £9.75 for a family of four, though it can cost more depending on where you're travelling to, so Confused.com experts would always urge holidaymakers going abroad to take out cover.

Mhairi Duffin, Head of Travel Insurance at Confused.com said: "While it may not be the most exciting part of arranging your family holiday, travel insurance should always be one of your main priorities if you want to be able to relax and enjoy your time away. Hopefully your holiday will go according to plan, but if anything was to go wrong having the right travel insurance in place can help make sure you're protected in the event of baggage being lost, your holiday being cancelled or someone in your party falling ill.

"So to say thank you to our customers for buying their family travel insurance through Confused.com we

are giving away to one lucky person a fantastic family holiday to Florida with £1000 spending money. Travel insurance is something that will provide peace of mind on any holiday and we hope that the winner will have a fantastic time away."

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About Confused.com:

Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include classic car insurance (<http://www.confused.com/car-insurance/classic>), mortgage life insurance (<http://www.confused.com/life-insurance/mortgage>) and cheap house insurance (<http://www.confused.com/home-insurance>).

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