

ELECTION SURVEY FINDS BRITONS' HOLIDAYS ARE LINKED TO POLITICAL PREFERENCE

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Who would have thought that who you will vote for in The General Election is strongly linked to your choice of holiday destination?

Well, it is.

Tory voters love The Canary Islands & Ibiza, Labour voters love Greece, UKIP are off to Egypt and The Green Party voters are going long haul.

Holiday Hypermarket have surveyed over 2000 holidaymakers and found the link.

17.8% of Labour voters, within the survey, are planning to go to Greece and it is the Red's favourite choice. Conservative voters' favourite choice are Ibiza & The Canary Islands. Bizarrely, the most likely voters to go to Egypt are the UKIP followers & UKIP followers are the least likely to holiday in the UK.

One would think that The Green Party voters would be conscious of their carbon footprint but surprisingly they are more likely than any other voters to travel long haul, and overtake any other voters by a mile, to travel to Australia, USA, and Thailand.

The Tory voters are more than twice as likely to go to Ibiza but nearly 60% less likely to go to Mainland Spain, compared to others. Also, 12% of Tory voters surveyed are looking to travel outside the main tourist destinations and go somewhere different. Seemingly, to be a Tory voter you like something a tad different, like to party, and to explore off the beaten track.

Liberal Democrat Voters are most likely to "staycation" and enjoy the UK holiday destinations. The Lib Dem's favourite European destination is Italy with over 15% of the Liberal voters choosing this destination – leaps and bounds ahead of other party followers. Obviously, the Yellow Voters like their creature comforts and good food and wine.

Green Party voters are the least organised with nearly 10% of those surveyed having no holiday plans as of yet, closely followed by UKIP. The most organised and ready to go are the Labour voters.

Ian Crawford, Marketing Manager of Holiday Hypermarket said, "We thought there might be a correlation but we were quite taken aback with some of the results. Our survey results were in complete alignment with the current polls. The Tories are leading with 37.71%, closely followed by Labour at 33.29% and UKIP at 25.53%. It's interesting for us to see that where the British public choose for holidays is so closely linked to their political preference"

For more information, take a look at Holiday Hypermarket's blog

<https://www.holidayhypermarket.co.uk/hype/holiday-hypermarket-election-travel-survey>

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Editors Notes.

Holiday Hypermarket is one of the UK's leading online travel agencies, specialising in great value package holidays from all leading tour operators. For more information visit www.holidayhypermarket.co.uk

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