

Travel Republic holiday generator helps a nation of daydreaming brits find their perfect holiday destination

Submitted by: Zazzle media

Tuesday, 29 January 2019

New research has revealed that 82% of bored Brits daydream for up to half of every working day and most of us imagine jetting off on holiday (46%).

The research, conducted by Travel Republic, found nearly half of holiday daydreamers imagine lying on a beach (46%), walking along it (43%), sunbathing by a pool (40%) or simply taking in a beautiful view (36%). The most popular holiday destinations to escape to are the USA (32%), followed by the Caribbean (29%), Spain (26%) and Italy (26%).

And when Brits are not daydreaming, even less time is being spent on work, as almost one quarter of working adults (23%) confess to having booked a holiday during work time.

With this in mind, Travel Republic has created – The Holiday Generator – an interactive tool that helps daydreamers explore a world of destinations and find their perfect holiday.

The fun tool will guide you to a destination suited to your needs, and encourage you to explore new locations that you may not have considered before; whether they are closer to home, save the pennies, are best enjoyed with friends, or will maximise relaxation time – all to make sure the next holiday you book is the perfect one for you.

The research conducted by Travel Republic also revealed that as a nation we are most likely to be found daydreaming at our desks at 11:20am and that we spend on average three hours a day daydreaming and planning our next holiday. So, let the holiday generator come to your rescue to find the best beach holiday or city break to travel to in 2019, go on, give yourself a break and have a play!

<https://www.travelrepublic.co.uk/a/holiday-generator>

Christian Poole, Director at Travel Republic said: “With Travel Republic’s breadth of choice, we know customers can create the perfect holiday to wherever their imagination takes them. Our Holiday Generator is a unique tool to help customers explore the world and identify their ideal destination.

Whether it is relaxing on a quiet beach or making a splash in a pool with the family, by booking early, holidaymakers can choose from the widest selection of hotels and destinations, saving hundreds off their 2019 holiday.”

Interactive embed code available.

About the survey

An online survey was conducted by Atomik Research among 2,001 adults aged 18+ living in the UK. The research fieldwork took place between the 17th December 2018 and 7th January 2019 with respondents selected to match nationally representative quotas. Atomik Research is an independent creative market research agency that employs MRS-certified researchers and abides to MRS code.

About Travel Republic

- With more than two million holidaymakers booking through their websites in the UK and Ireland, Travel Republic is one of the largest and most well-established online travel agents in Europe.
- With access to over 300,000 hotels, over 1,000 destinations and flights from your local airport, Travel Republic offers a breadth of choice for holiday makers. Holidays are offered at incredibly competitive prices, enabled by highly sophisticated technology, and supported by high levels of service.
- Travel Republic is part of dnata Travel Europe and the Emirates Group, and has been successfully helping people book their hotels, flights and other travel arrangements since 2003.
- The sale will be live until 5th February 2019 with great deals available throughout the year, inclusive of school breaks and bank holidays.

For more information on the survey statistics please call Alex Shears at Zazzle Media on (0)1778 382713 or email alex.shears@zazzlemedia.co.uk