

Stags and Hens refuse to let Brexit rain on their parade

Submitted by: The Stag Company

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People that are planning or embarking on upcoming stag and hen weekends appear to be unfazed by the Brexit drama that currently looms over the nation. It seems that even the uncertainty surrounding the threat of a no-deal Brexit has done little to deter people from wanting to celebrate their 'last weekend of freedom'. Here at The Stag Company and Hen Heaven, we have found that there has been no change in current booking trends in comparison to last year which is a better result than expected given the uncertainty surrounding Brexit.

Recent findings at The Stag Company and Hen Heaven have shown that there has not been a clear increase or decrease in UK vs EU bookings. Business remains the same in that UK business has accounted for approximately 66% of bookings taken in the first month of the year. Historically, the UK has proven to be the more popular option for our stag and hen groups, and this does not appear to have been affected or influenced by Brexit. The Stag Company usually takes in a larger amount of European stag weekends with 44% of stags booking a European weekend away. In comparison to this, only 19% of our hen business is for a European city – again, this remains flat year on year and has not been affected or influenced by Brexit.

When analysing trends, there does not appear to be any signs that customers are worried about booking European hen and stag weekends in advance. The most popular departure dates for European bookings made in January 2018 was April. In 2019, it has been May closely followed by June. If there happened to be an increase in bookings before the March deadline for Brexit, this would have suggested that people were apprehensive.

James Bryan, product manager, says 'with the press and daily announcements regarding Brexit, I think that all consumers are conscious of potential impacts on travel. Like any company operating in the travel industry, we are closely monitoring the situation. Very few customers have asked our event planning team and seem unfazed, therefore, we have seen no negative affect.' When asked about any potential concerns about the possibility of a no-deal Brexit, James replied 'I think if it does end with a no deal Brexit, it will create more questions and there could be greater concern, but I don't think that it will affect people going on stag and hen weekends abroad. I think also if the recent discussions surrounding visa free travel within Europe are confirmed to go ahead, it will provide a bit of reassurance for groups looking to go abroad for their weekend.'

-ENDS-

About company:

The Stag Company and Hen Heaven HQ is based in the colourful hubbub of Brighton. We understand the party market entirely and have built super relationships with suppliers and a great rapport with customers, both of which has aided our success. Hen Heaven and The Stag Company was started in 2002 by Rob Hill (The Party King, and CEO). Since joining forces with his business partners Nick Shuff (Director) and Pat Heath (IT Director) the company has grown from a small-time business into a big organization, hiring a large, dedicated team that sends 70,000 people away to celebrate each year! We were even lucky enough to have had the distinction of being named in the Virgin Fast Track 100 table in both 2012 and 2013, a true

testament to our dedication and work ethic.

Useful links:

<https://www.thestagcompany.com/stag-weekends-blog/the-best-stag-do-locations-2019-edition>

<https://www.henheaven.co.uk/hen-weekends-blog/the-best-hen-do-locations-2019-edition>

Contact:

Ally Rayhaman – ally@theeventagroup.com – 01273 225 071 –

Digital Marketing and Content Executive

Bella Scarman – bella@theeventagroup.com – 01273 225 071 –

Marketing Manager

The Eventa Group, 118 Queens Road, Brighton, BN1 3XG. T: 01273 225 071 www.theeventagroup.com