

# Britons are Set Jetters as Film & TV Inspires our Holiday Choices

Submitted by: Lucre Marketing Ltd

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British holidaymakers will never turn their backs on sun, sea and sand however new research by Jet2holidays has today revealed the power of the big screen in influencing our holiday choices.

According to a poll of 2,000 Brits, one in five (18%) people have holidayed in a particular destination because they saw it on TV or in a film, and wanted to visit it and see it for themselves. The trend of 'set jetting' appears to be well and truly in vogue in 2019, as 60% of respondents say that they have been inspired to choose their holiday destination this year, based on seeing it on a TV programme or film, and wanting to experience it for themselves.

Men are more likely than women to be inspired by the big screen, and more than one-in-five (21%) people plan to visit at least three destinations they have seen on the screen this year.

Following the final series of Game of Thrones starting this weekend, the research by Jet2holidays shows the massive influence that the hit show has had on us, with five locations associated with GoT making the list of Set Jet destinations where we plan to holiday.

The Top 10 destinations people plan to visit due to it featuring on TV or film (including five destinations that feature in Game of Thrones) are:

1. New York: Famous for much-loved scenes in Home Alone 2, Friends, Sex and the City and You've Got Mail, to name but a few! (24%).
2. Croatia: Famous scenes are featured in Game of Thrones, and perhaps less known to some people, Mamma Mia 2! (20%).
3. Iceland: Its rugged and beautiful landscape featured in Game of Thrones, Star Wars, Prometheus and Interstellar (19%).
4. Greece: Famous for the Mamma Mia films which are filmed on the stunning Greek islands (17%).
5. Rome: The Italian capital is famous for scenes filmed for Spectre, Oceans 12 and Gladiator (17%).
6. Spain: Also a filming destination for Game of Thrones as well as Indiana Jones and the Last Crusade and Vicky Cristina Barcelona (13%).
7. Malta: Another Game of Thrones destination with a stunning rugged coastline and rich history (12%).
8. Prague: Where action-packed scenes in Mission Impossible and Casino Royale were filmed (12%).
9. Paris: The city of romance but also the setting for the Da Vinci Code and Amelie (12%).
10. Northern Ireland: The forests, mountains and moorlands around Northern Ireland transformed into the scenic backdrops for some of Game of Thrones' most memorable moments (10%).

Game of Thrones has had an influence on the popularity of Croatia as a holiday destination, and the UK's second biggest tour operator, Jet2holidays, has recently expanded its programme with the launch of brand-new destination, Zadar, from Birmingham, Manchester and London Stansted airports for Summer 20.

Zadar, located on the spectacular Dalmatian Coast, is one of Croatia's most dynamic and exciting cities, and is a showcase of Roman and Venetian remnants, with religious buildings and churches, pretty

promenades, lush lagoons and mighty monasteries. It is also gateway to a number of islands and some of Croatia's most famous national parks, as well as resorts such as Petrcane, Biograd, Sibenik and Vodice. The addition of Zadar means that the company now operates to four destinations in Croatia, with existing services already operating to Dubrovnik, Split and Pula.

Sample Set Jetter packages with Jet2.com, Jet2holidays and Jet2CityBreaks for 2019:

#### New York

Jet2CityBreaks – United States, New York, Brooklyn, 4-star Nu Hotel, 4 nights room only from East Midlands on 25th November.

Price: £939 per person based on 2 sharing, includes a 10kg baggage allowance.

Jet2CityBreaks – United States, New York, Midtown West, 3-star Holiday Inn Express Midtown West, 4 nights Bed and Breakfast from Manchester on 18th November.

Price: £869 per person based on 2 sharing, includes a 10kg baggage allowance.

Jet2CityBreaks – United States, New York, Downtown New York, 3-star Fairfield Inn And Suites by Marriott New York Manhattan Downtown East, 4 nights bed and breakfast from Newcastle on 9th December.

Price: £939 per person based on 2 sharing, includes a 10kg baggage allowance.

#### Iceland

Jet2CityBreaks – Iceland, Reykjavik, Reykjavik, 3-star City Park Hotel, 4 nights bed and breakfast from Manchester on 17th October.

Price: £689 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2CityBreaks – Iceland, Reykjavik, Reykjavik, 3-star Storm Hotel by Keahotels, 4 nights bed and breakfast from Newcastle on 24th October.

Price: £889 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2CityBreaks – Iceland, Reykjavik, Reykjavik, 3-star Hotel Fron, 4 nights bed and breakfast from Birmingham on 7th November.

Price: £759 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

#### Rome

Jet2CityBreaks – Italy, Rome, Rome City, 4-star Occidental Aran Park, 3 nights room only from Manchester on 19th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance.

Jet2CityBreaks – Italy, Rome, Rome City, 3-star Hotel Donatello, 3 nights bed and breakfast from Birmingham on 20th May.

Price: £369 per person based on 2 sharing, includes a 22kg baggage allowance.

Jet2CityBreaks – Italy, Rome, Rome City, 4-star Occidental Aurelia, 3 nights room only from Leeds

Bradford on 9th May.

Price: £359 per person based on 2 sharing, includes a 22kg baggage allowance.

#### Dubrovnik

Jet2holidays – Croatia, Dubrovnik Area Of, Mlini, 3-star Tonkovic Apartments, 7 nights self-catering from London Stansted on 7th May.

Price: £369 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Croatia, Dubrovnik Area Of, Mljet Island, 3-star Hotel Odisej, 7 nights half board from Birmingham on 14th May.

Price: £449 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Croatia, Dubrovnik Area Of, Orebic, 3-star Bellevue Orebic, 7 nights bed and breakfast from Manchester on 5th May.

Price: £489 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

#### Costa Brava

Jet2holidays – Spain, Costa Brava, Lloret De Mar Girona, 3-star Alegria Fenals Mar, 7 nights room only from London Stansted on 13th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Spain, Costa Brava, Lloret De Mar Girona, 4-star Costa Encantada Aparthotel and Resort, 7 nights bed and breakfast from Leeds Bradford on 12th May.

Price: £369 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Spain, Costa Brava, Pineda De Mar Girona, 4-star Alegria Pineda Splash, 7 nights half board from East Midlands on 6th May.

Price: £379 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

#### Costa De Almeria

Jet2holidays – Spain, Costa De Almeria, Vera Costa, 3-star Marina Rey Aparthotel, 7 nights self-catering from London Stansted on 7th May.

Price: £289 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Spain, Costa De Almeria, Aguadulce, 4-star Playadulce Hotel, 7 nights bed and breakfast from Newcastle on 9th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Spain, Costa De Almeria, Mojacar, 3-star Best Pueblo Indalo, 7 nights self-catering from Birmingham on 13th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

#### Malta

Jet2holidays – Malta, Malta And Gozo, Mellieha Bay, 3-star Luna Holiday Complex, 7 nights self-catering from Glasgow on 6th May.

Price: £399 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Malta, Malta And Gozo, Marfa Bay Mellieha, 4-star Ramla Bay Resort, 7 nights bed and breakfast from London Stansted on 7th May.

Price: £429 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Malta, Malta And Gozo, Mellieha, 3-star Paradise Bay Resort Hotel, 7 nights bed and breakfast from Manchester on 8th May.

Price: £449 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

## Prague

Jet2CityBreaks – Czech Republic, Prague, Prague City, 3-star Caesar Prague, 3 nights bed and breakfast from Manchester on 13th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance.

Jet2CityBreaks – Czech Republic, Prague, Prague City, 3-star Prague Centre Superior, 3 nights bed and breakfast from Glasgow on 10th May.

Price: £329 per person based on 2 sharing, includes a 22kg baggage allowance.

Jet2CityBreaks – Czech Republic, Prague, Prague City, 3 star Le Petit Hotel Prague, 3 nights bed and breakfast from Birmingham on 10th May.

Price: £319 per person based on 2 sharing, includes a 22kg baggage allowance.

## Paris

Jet2CityBreaks – France, Paris, Paris City, 3-star Hotel Pax Opera, 3 nights bed and breakfast from Leeds Bradford on 13th May.

Price: £449 per person based on 2 sharing, includes a 22kg baggage allowance.

## Greece

Jet2holidays – Greece, Crete Heraklion Area, Koutouloufari, 4-star Asterias Village, 7 nights self-catering from Edinburgh on 6th May.

Price: £329 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Greece, Corfu, Sidari, 3-star Paradise Hotel Apartments, 7 nights self-catering from London Stansted on 13th May.

Price: £279 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

Jet2holidays – Greece, Halkidiki, Hanioti, 3-star Naias Apartments, 7 nights bed and breakfast from Newcastle on 7th May.

Price: £329 per person based on 2 sharing, includes a 22kg baggage allowance and return transfers.

All prices and availability correct at the time of issue.

To book your trip, or to find out further information, please visit [www.jet2holidays.com](http://www.jet2holidays.com), freephone 0800 408 5594, or visit your travel agent.

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