

# The secret to lasting happiness? 88% say holidaying with loved ones

Submitted by: TUI UK

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You may not be able to buy happiness but you can buy a holiday abroad with your loved ones. A recent survey of almost 2000 holidaymakers from Holiday Hypermarket (<https://www.holidayhypermarket.co.uk/>) has revealed 88% believe a holiday abroad with loved ones would bring them the most genuine happiness in comparison to material goods such as a new car or mobile phone.

Respondents were asked to consider their expected level of happiness immediately after making a purchase, and then asked how much happiness they would expect their purchase to still bring them after one month, one year and five years.

The purchase options included a holiday with loved ones (followed by the memories/photographs of their holiday), a new car, a whole new wardrobe of clothing, a new TV or a new mobile phone.

Even after 5 years a whopping 85% of respondents still felt the memories of a holiday spent with loved ones would bring them the most continued happiness, with the new car following way behind at only 10%.

Respondents were asked to remove monetary value from the equation in order to bypass a product's worth having an impact on the happiness it may bring to you. Only 4.8% said a holiday abroad with loved ones would bring them no happiness at all, with the higher percentage of those being male.

Of the 11% of people who said they'd find the most immediate happiness in a materialistic item, more than half of those went on to state that 5 years down the line, memories of a holiday with loved ones would leave them with more happiness than the material item they chose initially.

In another survey completed last year by Ready Steady Store, it was found that 46% of those residing in the UK thought of themselves as being materialistic (Materialism in the UK, TNT Magazine, 2018) (<http://www.tntmagazine.com/lifestyle-career/leisure-and-shopping/materialism-in-the-uk>), however when we asked whether people felt life experiences were more important than material goods, a huge 91% agreed. With half of those aged 55 and over stating this to have become more important as they grew older.

Lisa Dixon, Contact Centre Manager at Holiday Hypermarket, said, "We live, breathe and love holidays so it's great to know these experiences win over other materialistic items we can all admit to becoming a little too all-consumed with, however this finding actually doesn't come as much of a shock to me. We hear first-hand about our customers amazing holiday experiences and get to relay our own – time never fades those memories."

"It's a nice feeling knowing all the work we do within the business to get our customers away on their ideal holiday can have such a lasting impact on their happiness and general well-being, even five years down the line from the initial booking!"

TUI- owned Holiday Hypermarket continues to provide more and more holiday happiness for its customers each year. This comes as no surprise with amazing deals available such as this Adults Only 7 night couples escape to Tenerife, staying in the 4-star TUI Sensimar Los Gigantes Hotel

(<https://www.holidayhypermarket.co.uk/details/18437/tui-sensimar-los-gigantes-hotel?holidayId=2593667311&searchId=2172>)  
for only £527pp. For some lasting family happiness, you can also grab this amazing 7 night All Inclusive  
stay at the 4-star Palm Wings Beach Resort  
(<https://www.holidayhypermarket.co.uk/details/20972/palm-wings-beach-resort?holidayId=2593672298&searchID=226049197>)  
in Turkey for only £513pp – Free child place included!

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About Holiday Hypermarket: Holiday Hypermarket is a member of TUI Group, selling package holidays from multiple tour operators to destinations worldwide. Holiday Hypermarket is fully ABTA bonded and ATOL protected.

Holiday deals: All prices correct at time of writing.

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