

Young Brits are Europe's most cultured travellers but least adventurous - choosing culture over partying and 70% have never had a summer fling

Submitted by: Uniplaces

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Brits between 18 and 25 years old are choosing to learn new cultures over relaxing during this summer's travels and have been found to be among the least adventurous in Europe}} - with 40% choosing cultural activities over outdoor/extreme sports (28%) and partying (17%).

When the young adults do feel the need to push the envelope, their adventures primarily focus on eating weird food (70%) compared to just 30% who are willing to hook up with someone from a different country, 9% who would try a nudist beach and 12% who may find themselves getting a tattoo this summer.

New research from Uniplaces (<http://www.uniplaces.com>), the leading online marketplace for student accommodation, also found that 70% of 18-25 year old in Britain had never had a summer fling. This is dramatically more than their European counterparts, with 50% of Europeans claiming to have had an amorous affair while travelling.

When it comes to finding a place to stay, the Brits love the comforts of a hotel and its guest services, with a third preferring that over an AirBnB or youth hostel. This is significantly higher than their European counterparts where only one in five prefer a hotel. Across Europe the preferred accommodation, young adults are choosing to stay in youth hostels (31%) or AirBnBs (30%) - which helps make their average daily budget of less than 30 Euros stretch further.

For the 81% travelling with friends or a girlfriend/boyfriend, be warned to watch out for the most annoying traveller habits. Uniplaces research found that the top most annoying holiday habits include never compromising (33%), refusing to eat the local cuisine (33%), and constant updating of social media (21%).

The out of sight, out of mind mindset also sits comfortably with young Brits when travelling. Only 15% manage to call their family while on holiday compared to young Italians, who live up to the stereotype of close-knit families, with a quarter (25%) calling everyday to check-in.

Finding the money to pay for the summer holiday, young adults in Britain are not relying on the bank of mum and dad to fund their travel. While more than 10% of Europeans are leaning on family to fund their travels, a mere 2% of British 18-25 year olds do so. Instead, almost 70% of Brits surveyed have jobs to fund their travels while an additional 17% use their savings.

Notes to Editors

For further information or any PR enquiries relating to Uniplaces in the UK, please contact Laura Moross on laura@ismpr.co.uk or 07969673895

About the research

The research was completed in 2,839 18-25 year olds across Britain, France, and Italy, Spanish, Portuguese. The number of UK respondents were 281.

About Uniplaces

Uniplaces is creating a trusted, global brand for student accommodation. Since its launch in 2013, Uniplaces has become the fastest-growing international website for booking student accommodation.

Uniplaces has turned finding student accommodation into an easier and safer process. It also provides landlords with an easy way to rent their accommodation online to students from all over the world. Uniplaces works closely with universities and professional accommodation providers, and is backed by top investors, including Octopus Investments and the founders of Zoopla and LOVEFiLM. Uniplaces has its sights firmly set on becoming the number one booking site for students around the world.