



London, June 26th, 2018

55% of Brits take teabags on holiday!

New research¹ from Europcar UK reveals the holiday habits of Brits as the big summer get-away gets started

<https://www.europcar.co.uk/>

- 55% of Brits staying in self-catered accommodation admit they prefer to take their own tea, whilst almost half (49%) of coffee connoisseurs bring their preferred blend of coffee for a perfect cup of Joe on holiday
- 32% pack their own biscuits!
- Almost a quarter (23%) of holidaymakers miss their pets when away.
- Reading a book, magazine or kindle tops the list as the main source of entertainment on holiday, with almost 6 in 10 adults (59%) choosing a page-turner
- 58% of travellers rely on their smart phone, laptop or tablet for amusement.

As the big Summer get-away gets underway, Europcar UK, a subsidiary of Europcar Mobility Group, a major player in mobility markets, reveals the must-haves for Brits when on holiday in the UK.

Comedian and author, Shappi Khorsandi who worked with Europcar on its Summer campaign says, "Being in the close confinement of a car or hotel with your nearest and dearest for a week can be a very testing time. Between choosing the music, when to stop en route, bickering over who's claimed the front seat whilst trying to follow a satnav, it's not surprising tempers are frayed!"

Home comforts

The comfort of their own bed (56%), their bathroom (26%), seeing the familiar face of a pet every day (23%) and even their favourite TV show (11%) proved to be the things people missed most when away from home on holiday.

Looking at the results from a regional perspective, 6 in 10 (61%) of respondents from both Northern Ireland and East Anglia miss the comfort of their own bed when away from home on holiday, whilst almost a quarter (23%) of respondents from Scotland confess to missing

¹ Research carried out June 2018 by Atomik Research based on a sample size of 2,005 UK adults

What do you miss most when you're away from home?

Top Chart Regions: Scotland, South East, South West, Wales, West Midlands, Yorkshire and the Humber

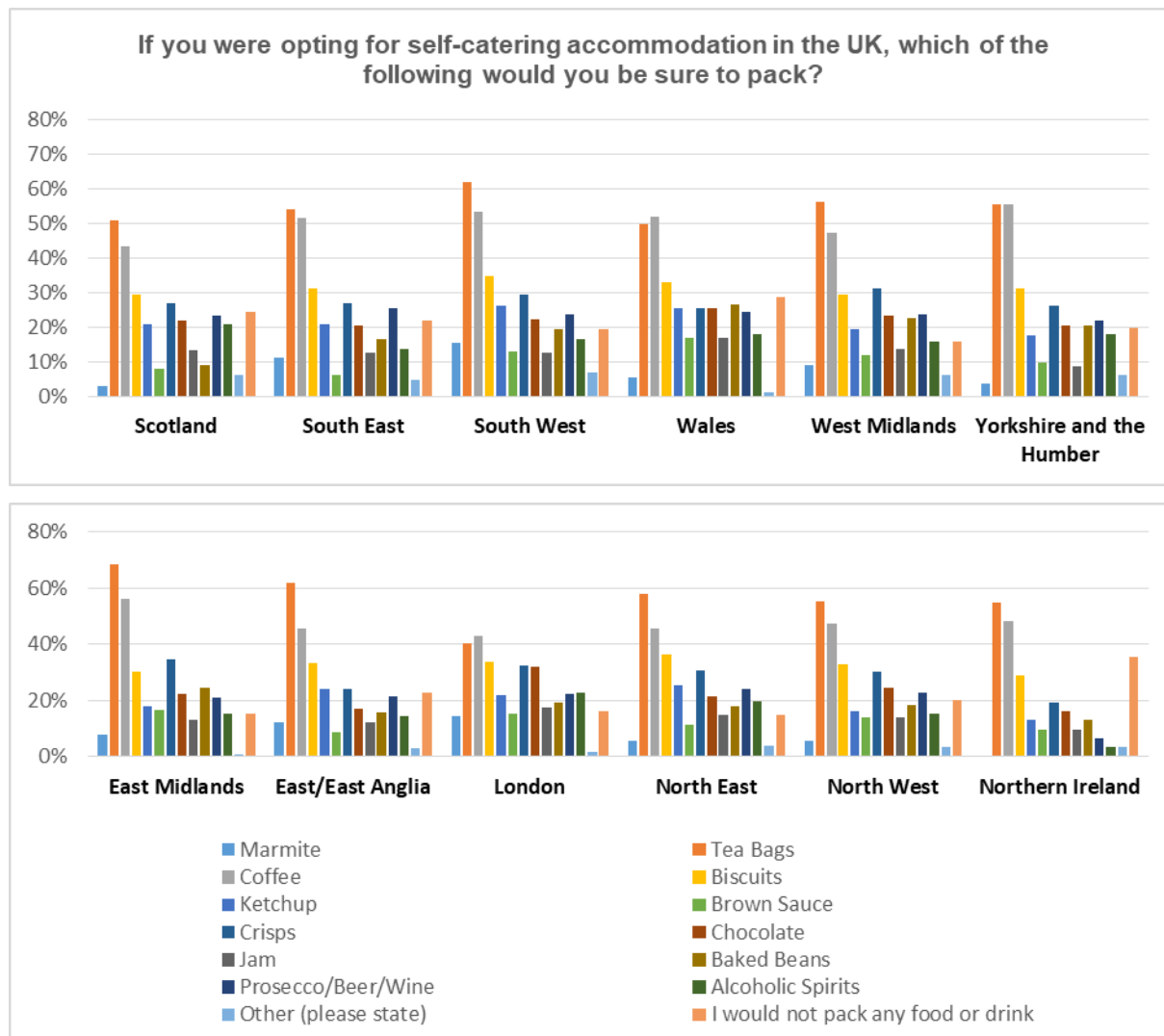
Bottom Chart Regions: East Midlands, East/East Anglia, London, North East, North West, Northern Ireland

Legend:

- Own bed
- Family
- Friends
- Children
- Regular speedy Internet connectivity
- Decent cup of tea
- Hearing your local accent
- I do not miss anything when I'm away from home
- Partner
- Pets
- TV soaps/Programmes
- Own toilet/bathroom
- Work

When it comes to the all-important packing list tea and coffee came up as a priority with over half (55%) bringing along tea bags and 49% packing their preferred coffee when on holiday in self-catered accommodation in the UK. Almost a third (30%) of those surveyed admit to bringing their own towels, whilst 32% would opt to bring their own biscuits. Curiously nearly 1 in 3 (29%) will bring crisps and almost a quarter (23%) bring beer, wine or prosecco. Perhaps they think their holiday destination won't have their usual favourite supermarket!

Regionally, far more people from the West Midlands than the rest of the country were likely to pack tea bags at a whopping 68%. But, surprisingly, in Wales the home comfort that came out on top was baked beans – with almost 1 in 3 residents choosing baked beans over tea or coffee if opting for a holiday within the UK.



Game on

The Europcar commissioned research also revealed that despite 59% of holidaymakers saying that a reading book, magazine or kindle would be taken on the trip for their main source of entertainment, closely followed by a smartphone, tablet and laptop (58%), almost a quarter of (24%) still rely on a deck of cards or board game for entertainment. And despite the balmy conditions so far of Summer 2018, when holidaying in the UK almost one in four (24%) will make sure to pack for all weathers!

Gary Smith, Managing Director, Europcar UK Group comments, "Holiday season is upon us and for many Brits, the UK serves as a great destination for a much needed summer



getaway. It's really interesting to see what holidaymakers decide to take with them, with a fifth (20%) of people admitting they pack too much. Hiring a vehicle that has room for luggage and offers passengers a comfy ride helps alleviate some of the pre-holiday stress!"

Ends

About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris.

The mission of Europcar Mobility Group is to be the preferred "Mobility Service Company" by offering alternative attractive solutions to vehicle ownership, with a wide range of mobility-related services: car-rental, vans and trucks rental, chauffeur services, car-sharing and peer-to-peer.

Customers' satisfaction is at the heart of the Group's mission and all of its employees and this commitment fuels the continuous development of new services.

Europcar Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europcar® - the European leader in vehicle rental services, Goldcar® - the most important low-cost car-rental company in Europe, InterRent® – 'mid-tier' brand focused on leisure and Ubeeqo® – a European company specializing in fleet and mobility solutions for both the business and the end-customers market.

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 133 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

Further details on our website:

www.europcar-mobility-group.com

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