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London, July 19th, 2019

Plane, car or… spaceship!

As summer holidays arrive, new research from Europcar reveals the preferred travel options for British kids

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

As Mum and Dad get ready for the big summer break, new UK research* from Europcar, the car rental brand of Europcar Mobility Group, reveals that there are other things on the minds of the kids.

More than half (55%) of children surveyed said they can't wait for the summer school holidays to start. But perhaps surprisingly, 33% would like them to be a bit shorter! And 2% said they are worried they will get bored during the break!

13-15 year olds were the most keen for the holidays to start, at 64%. The youngest children – aged 6-8 – were the least enthusiastic, at 52%. But that's probably just because they haven't had that many school holidays yet. In contrast – and perhaps not surprisingly – parents were a bit less enthusiastic about the arrival of the big summer break. 32% of 35-44 year olds saying they would like the holidays to be a bit shorter and 16% of 45-54 year olds saying the same!

When asked what they enjoy most about going on holiday, 42% of 6-8 year olds said they enjoy the opportunity to spend every day with their parents/guardians and other family members. However for 13-15 year olds their tastes are a bit more sophisticated with 24% saying they most enjoy staying in a hotel or somewhere that's different from home.

And when it comes to the mode of transport for their break, most kids love flying, and teenagers are most likely to enjoy plane travel with 41% of 13-15 year-olds choosing it as their favourite way to go on holiday. 15% of kids across all age groups said their favourite transport would be a car. And 13% said they'd like to head off in a camper van. But for another 15% they would actually prefer to travel in a spaceship!

Gary Smith, Managing Director, Europcar Mobility Group UK said: "The big summer break is such a great time for families to get together and have some real downtime – whether at home or abroad. And the Europcar brand provides a range of vehicle types to help the journey go as smoothly as possible, accommodating the whole family and the luggage too.

But we might struggle to serve the 15% who are looking for a spaceship to get to their holiday destination!"

*Europcar commissioned OnePoll to research the 2,000 parents and their children, June 2019

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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: cars rental, vans and trucks rental, chauffeur services, car sharing, scooter sharing and peer-to-peer car sharing.

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 vehicles rental services, Goldcar® - the most important low-cost car rental company in Europe, InterRent® – a 'mid-tier' brand focused on leisure and Ubeeqo® – one of the European leaders in car sharing for both businesses and end-customers market.

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 137 countries (including 18 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

Further details on our website:
www.europcar-mobility-group.com

About Europcar Mobility Group UK
Europcar Mobility Group brands in the UK encompass:

Europcar – European leader of cars rental, vans and trucks rental
Goldcar – Low-cost car rental leader in Europe
InterRent – Mid-tier car rental specialist (leisure-focused)
Ubeeqo – One of European leaders in car-sharing (round trip, B2B & B2C)
E-car Club – UK based electric pay-per-use car club
Brunel – a London based chauffeur-services company

More than 2,389 people work for Europcar Mobility Group UK and it has a combined fleet across all brands of over 45,000 vehicles.

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