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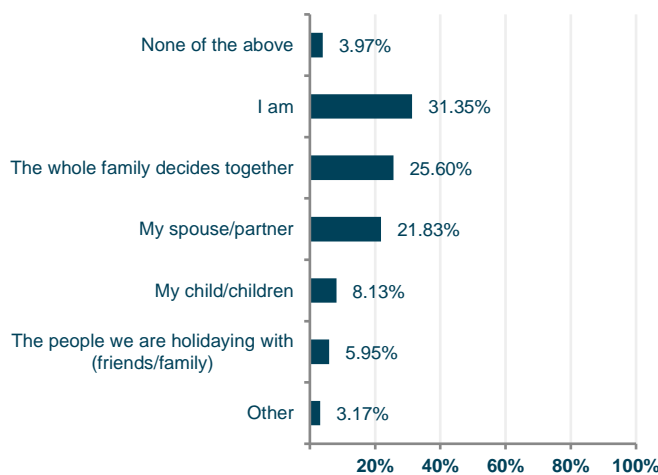
WHO'S IN CHARGE OF THE HOLIDAY PLANS?

As Easter approaches, Europcar research highlights who's in charge of holiday bookings

Family plans for Easter breaks are probably already well and truly sorted. However, finding the best destination and deal for the Summer could still be in discussion and who's really in charge of the decisions could be surprising.

A recent Europcar survey¹ found that when it comes to choosing the type of holiday and destination, family is a significant influence. While 31% of respondents said they held the most influence on the final decision, 26% said the whole family decides together and 22% say their partner or spouse is the biggest influencer. Less than 1 in ten are swayed most by their children (8%) or the family and friends they plan to travel with (6%).

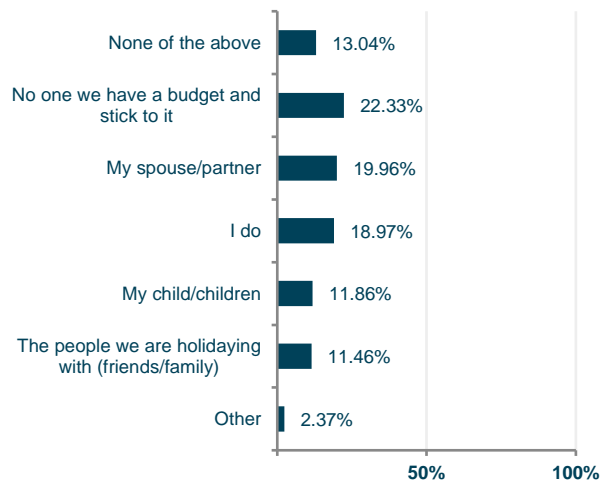
Who is the biggest influencer of where you go and what type of holiday you go on when it comes to your summer holiday?



And when it comes to what to spend it seems that pressure from partners, family and friends makes keeping to a tight budget a challenge. In fact, just over 1 in 5 say they have a budget and stick to it. A spouse or partner appears to be the most likely person in the travel party to apply the most pressure to spend more than the set budget.

¹ Survey of 500 UK consumers who plan to take a holiday in the UK in 2023, conducted by Vypr, February 2023

Who applies the most pressure to spend more money when it comes to budgeting for your summer holiday?



“A family holiday has become an expectation rather than a luxury over the past few decades, and even rising energy bills and cost of living may not stop families taking a break together”, commented Sarah Clarke, Proximity Marketing Manager, Europcar. “However, doing the research, booking ahead and careful budgeting can help holidaymakers enjoy a holiday without the cost having a negative financial impact or causing disagreement.

“Almost 2 in 5 survey respondents said they have previously agreed to holiday plans or a destination they weren't happy with, because they felt pressure from others. With budgets stretched to the limit this year, it is more important than ever to take time to plan well ahead and not give in to pressure to spend more or travel further than the budget comfortably allows.

“Whether at home or abroad, a holiday should be a welcome and enjoyable break, not a financial burden to be carried for the rest of the year.”



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About Europcar Mobility Group

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