

Home and Away: Brits taking a break, but staying close to home

- **More than three quarters of Brits will take a holiday this year (76%)**
- **A quarter of Brits (25%) plan a UK staycation**
- **More than one in five (22%) staycationers cite safety as the main reason why they are choosing to stay in the UK.**

More than three quarters of people (76%) plan to take a break this year, but one in four (25%) will take their main holiday in the UK, according to the latest research from Halifax.

More than one in five (22%) of those holidaying at home feel the UK is a safer alternative to going abroad. This is particularly true for the over 55s, with a quarter (25%) opting to stay in the UK as they feel safer. Almost a third (30%) are staying on home turf to see more of the UK, and almost two fifths (38%) to save money. The popularity of the staycation seems to be growing, with three per cent more Brits choosing to take their main holiday in the UK than last year.

Although there are a variety of ways Brits can spend their money when they take a break, buying currency in advance remains the most popular option for those travelling abroad (53%). Travellers cheques are on the demise, with only 2% of those travelling abroad using these as their main payment method.

Darren Tong, Head of Current Accounts, Halifax, said:

“While saving money remains the main reason holidaymakers choose to stay in the UK, for those venturing to sunnier climes, attitudes to spending money abroad remain more traditional. Despite cash being on the decline for spending at home, more than half of Brits going abroad for their main holiday will use currency bought in advance”.

Regardless of whether holidaymakers are going away or staycationing, accommodation is the most important priority. More than one in three Brits (36%) will prefer to splash out on where they are staying, compared to travel (13%) or the holiday location (15%).

Almost one in five (19%) Brits would prioritise “spending money” including entertainment and food, an increase of six per cent on last year. This indicates that Brits are perhaps more willing to let their hair down and indulge to make the most of their time away. Europe continues to be a popular holiday destination with over a third (31%) of Brits choosing the continent for their main holiday this year.

HALIFAX PRESS TEAM:

Sarika Thanki: 0207 012 8193 | 07557 661 569 | sarika.thanki@lloydsbanking.com

Kimberley Hamilton: 0131 655 5450 | 07557 257 298 | kimberley.hamilton@lloydsbanking.com

Caroline Cody: 0207 6163248 | 07775 644312 | caroline.cody@lloydsbanking.com

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Notes to editors:

All figures, unless otherwise stated, are from YouGov Plc.

- 2016 sample size was 2047 adults. Fieldwork was undertaken between 20th - 23rd May 2016.
- 2015 sample size was 2097 adults. Fieldwork was undertaken between 8th - 9th June 2015.

The surveys were carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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Sarika Thanki: 0207 012 8193 | 07557 661 569 | sarika.thanki@lloydsbanking.com

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