

Hotels.com Reports The Old Fashioned Two Weeks Away Is Back On The Map For 2010



Hotels.com wake up happy

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Author: Hotels.com

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New customer research from leading accommodation website Hotels.com indicates that one of the most talked-about trends of 2009, the stay at home holiday or 'staycation', is over and will be replaced by holidays abroad again.

With three washed-out summers at home still fresh in the mind, nearly three quarters (71%) of Brits consider a long summer holiday to be a 'must-have' expense in their household.

Four out of five (81%) people are planning a 10-14 day break abroad in 2010 (up 10% from last year's figures), and responses to the survey amongst 800 Hotels.com customers suggest that the number of people taking a two week holiday in the British Isles will be down by a quarter on 2009.

Recessionary worries have not completely disappeared, however. While people are keen to get away for a decent break, they are planning some significant cost-saving measures. More than two thirds (69%) say they will consider travelling out of season to avoid peak rates and prices.

However, rather than downgrade their hotel accommodation (only 14% would consider this), half of Brits (49%) plan to book all-inclusive packages to cut back on expensive dining out costs during their stays. And half (50%) of 2010 travellers say they will take the strength of

foreign currencies against the pound into serious consideration when deciding on their destination.

Alison Couper, Director of Communications at Hotels.com, said: "While 2009 saw a lot of people holidaying at home to save money, our survey shows that will change in 2010. People see their holiday as a right not a luxury and while they'll still be looking for a great deal, they are determined to get away to enjoy a well deserved break and some sunshine. There are some fantastic offers to be enjoyed in 2010 including up to 50% off in our biggest ever January sale."

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Notes to editors:
*Survey conducted amongst 800 UK and Ireland Hotels.com customers between 7 and 21 December 2009.

About

Hotels.com

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 110,000 hotels, B&Bs and serviced apartments worldwide including [New York hotels](#), [Edinburgh hotels](#), [Dublin hotels](#) and [hotels in London](#). If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its customers, plus there are 1.3m reviews from users who have actually stayed in the hotels to ensure customers make an informed choice when booking. Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009.

For more information please contact:

Cordy Griffiths
Hotels.com
42 Earlham St
Covent Garden
London
WC2H 9LA
020 7019 2268
www.hotels.co.uk

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