

Kuoni Report Proves Holidays Can Change Lives



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Kuoni, the luxury travel operator, has published its latest report on what really happens in the hearts and minds of the British public when on holiday. The report shows over 50% of all life changing decisions are put into action following a decision made on a holiday, proving that holidays can change a person's life.



Joanna Edmunds, Managing Director, Kuoni UK, said: "Kuoni has been at the forefront of producing travel trend reports for decades. This year we wanted to better understand the emotional journey of holiday-makers and we examined the role of holidays in this new context. We

looked at the personal discussions and decisions that take place on holidays and how these shape peoples futures. The results are exciting. They prove that holidays are more than a break from the daily routine: they can be truly life changing."

The [lifestyle report](#) has been examined by leading psychotherapist and health writer, Christine Webber. Christine said: "This report shows that having a holiday is not just about sun and leisure and visiting new and exotic locations. It demonstrates that we use the vacation to great effect in order to plan improvements in our day-to-day lives.

Many people feel that they just don't have the time in their normal busy and pressurised schedules to reappraise their lifestyles, or to talk to their partner about relationship issues that worry them. Once away from the daily grind, such individuals often feel that they are able to get a more healthy perspective on their lives, and they can then set about planning to change those aspects of them that they're not happy with."

The 24-page report reveals that the hottest topics to talk about while on holiday are work/life balance (41%) and getting fitter/healthier (39%). Interestingly the more one earns the more these percentages rise: 70% and 58% respectively.

36% talk about their love life with 34% actually deciding to take action and spice it up when they get home. It seems the younger generations talk about this subject even more at 57%.

74% of Brits surveyed said a romantic getaway can make or break their relationships. This is especially true when it comes to women with over a quarter believing that a holiday might help them re-ignite the flames of love and over a third said a break helped them get re-acquainted with their partner.

70% of people surveyed said their primary reason for a holiday was to escape from work and again, this figure rises to 80% for higher earners. And 72% of Brits agreed that it was "even more important to have a holiday during a recession"

Bosses should also be prepared in case their employees come back with more than just a tan. The report found that 28% of people returning from a break actually decide to take action on changing their job.

Ends

About

Kuoni:

Kuoni, the [luxury holidays](#) operator, was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today it has branch operations in over 40 countries.

For 104 years Kuoni has been creating holidays with a spirit of adventure and has been recognised consistently, winning coveted awards such as: 'The World's Leading Tour Operator' for the past 11 years at the World Travel Awards. Kuoni has been 'Britain's Best Longhaul Tour Operator' for the past 28 years as voted by Travel Agents.

Kuoni offers luxury breaks in a number of beautiful locations, including a range of [Thailand holidays](#), [Dubai holidays](#), [Egypt holidays](#), and memorable experiences like safaris and escorted tours.

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