

EasyJet Holidays Reveals Brits Turn Their Back On The Traditional Two Week Holiday



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EasyJet Holidays has revealed that the perfect holiday length for British holidaymakers is officially 11 nights, marking a move towards the end of traditional one and two week holidays offered by traditional package tour operators.*

According to a survey* conducted by easyJet, seven out of 10 people prefer their [holidays](#) to last more than eight days but less than the traditional 14 day escape to the sun.

The easyJet Holidays website reflects the results with 55 per cent of all enquiries to the site from savvy customers searching for flexible holidays over seven nights in duration, but less than the conventional two week getaway.

Reasons for snubbing longer holiday lengths included:

- Missing home comforts
- Holiday budget
- Worries about work
- Missing friends, family and pets

Only one per cent of respondents claimed they would prefer to take less than a three night break for their annual holiday and 17 per cent opted for seven nights or less.

The new 11 night holiday trend is perfectly accommodated on the easyJet Holidays website and offers consumers totally flexible and competitively priced breaks throughout Europe and the Middle East.

Mandy Round, general manager at easyJet said: "Holidaymakers are signalling the end of the traditional one and two week holidays and no longer want to be restricted to the standard deals offered by tour operators.

"Customers looking for complete flexibility and the ability to tailor their holiday length, dates and flight times, as well as having the choice from thousands of excellent value [holiday deals](#) to suit all budgets can do so on the easyJet Holidays website."

As a result of this flexibility holiday makers can enjoy [breaks](#) of nine days but only take five days off from work commitments - maximising the length of their holiday without eating into their annual holiday entitlement.

The easyJet Holidays website has also witnessed an increase in enquiries for the ten night stay as British holidaymakers tighten their purse strings by searching for affordable deals, but still making the most of their annual escape to the sun.

The arrangements for a holiday booked on the easyJet Holidays website are made by easyJet, acting as principal for flights and as disclosed agent for travel insurance, car rental and airport parking, and by Lowcostbeds acting as agent for accommodation and transfers.

easyJet flies from 18 UK airports to destinations across Europe, operating on over 560 routes with over 200 aircraft across 29 countries. It operates more flights than any other British airline.

Lowcosttravelgroup provides over 10,000 hotels ranging from luxury five star to great value three star options with private and shuttle transfer options across all of easyJet's European, North African and Middle Eastern destinations.

Notes to Editors:

* Survey commissioned by easyJet, published by YourSayPays 16.3.11
-<http://www.yoursaypays.co.uk/>

About easyJet:

easyJet is Europe's No. 1 air transport operation due to its leading

presence on Europe's top 100 routes and at Europe's 50 largest airports. More than 300 million Europeans live within one hour's drive of an easyJet airport, more than any other airline.

easyJet flies from 18 UK airports to destinations across Europe, operating on over 560 routes with over 200 aircraft across 29 countries. It operates more flights than any other British airline.

The airline takes sustainability seriously. Over the last 10 years the airline has reduced CO2 emissions per passenger km by 25%.

About Lowcosttravelgroup:

Lowcosttravelgroup was founded in 2004 and is backed by a number of leading European hotel groups and Albion Venture Management, a £250m venture capital trust.

Lowcost provides accommodation and transfer to holidaymakers through its trade partners and directly to the consumer, featuring over 70,000 hotels around the world and private and shuttle transfer services in over 450 gateways worldwide.

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