



little black book



...of travel



Contents

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Methodology

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Where in the world

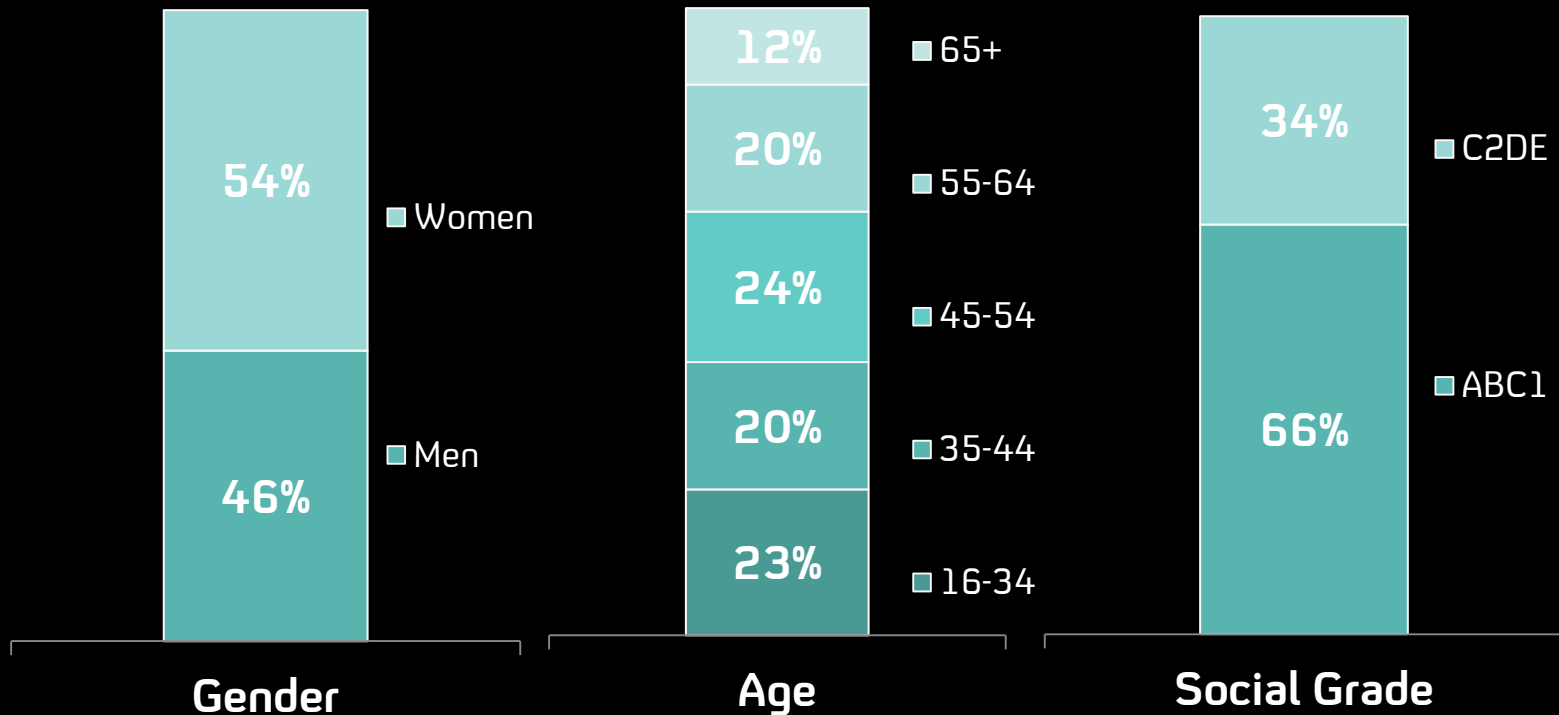
03

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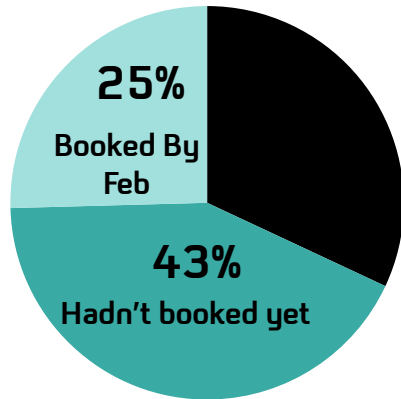
The sample had an upmarket skew



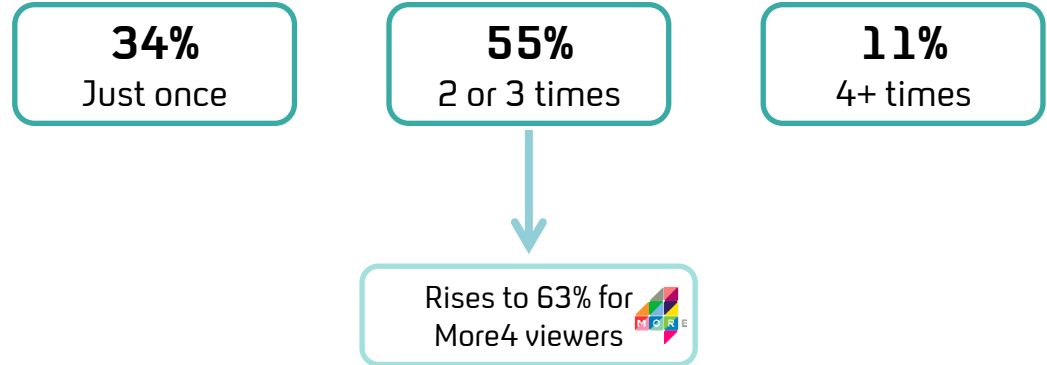
68% will be going on holiday in 2018

Have you booked a holiday for this year yet?

68%
Are going on Holiday in
2018



How often will you go away 2018?



46% are holidaying in the UK this year

Where are you going/planning on going?



A quarter had already booked by February

Have you booked your holiday yet? (End of January)

43%

That hadn't booked yet:

13% As soon as possible

41% In Feb/March

23% a month or 2 before they go

10% as late as possible

13% Whenever I see a good deal

25%

That had booked by February:

42% 2017

11% straight after their last holiday

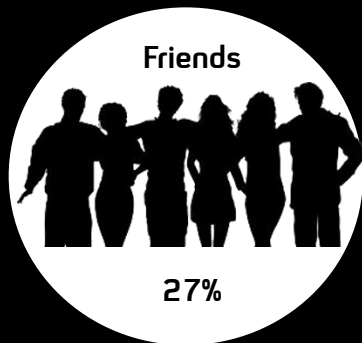
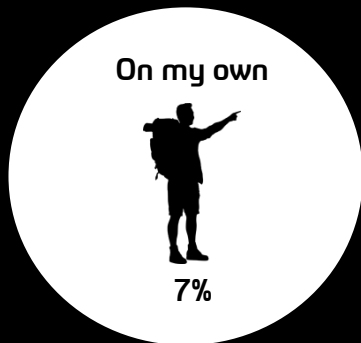
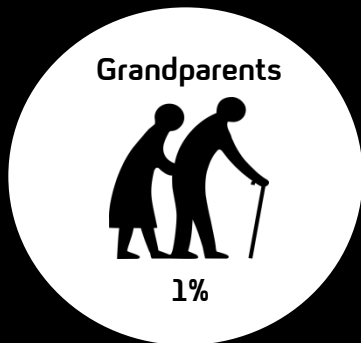
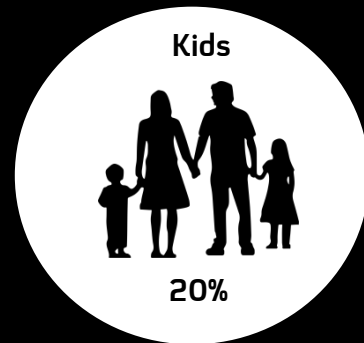
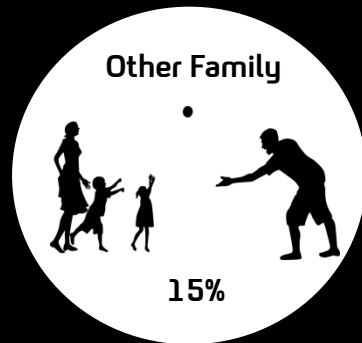
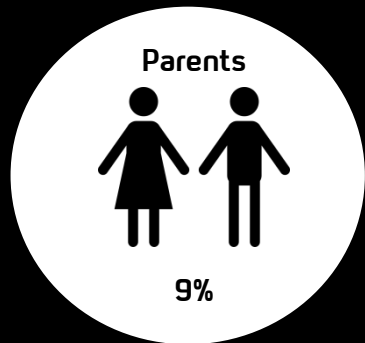
9% a did it before Christmas

38% In the January sales

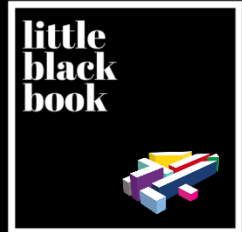


Almost 2 thirds are going with their partner

Who are you going on holiday with?



38% for
16-34's



It's all about the kids

To what extent does going with kids influence the following aspects of your holiday planning?



74% The type of holiday they take



72% where they choose to go →

8% say kids dictate it completely



72% When they go →

The aspect completely dictated most by kids (10%)



68% the type of accommodation they stay in



64% the type of travel they use



64% how long they go away for

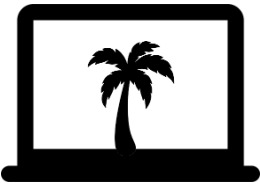
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66% book through a holiday company's site

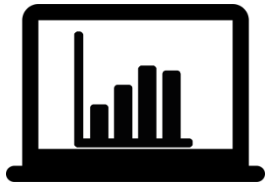
How do you tend to book your holidays?

Holiday company website




66%

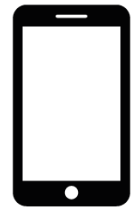
Aggregator website




33%

38% for E4 viewers 

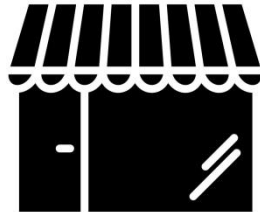
Over the phone



14%

18% for More4 viewers 

In a travel agent



12%

Leave it to someone else



9%



Hotels are still the most popular

Which of the following types of accommodation would you consider in the future?

Hotel



95%

Bed & Breakfast

B&B

86%

Holiday home
rent



83%

Private flat/house
rent



72%

79% for
16-34's

Holiday park



66%

Caravan



59%

Camping



42%

52% for E4
Viewers

Hostel



34%

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TV's role in holiday decisions

Which of the following influences your decision when booking a holiday?

16%

Say TV adverts influence their decision




23% for
E4 viewers 

27%

Say TV programmes influence their decision



32% for
Ch4 viewers 





01



Our Channels



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Favourite types of holiday

61%



City Break

55%



Beach Holiday

35%



Cultural

34%



Luxury

28%



Countryside

75%



I do loads of research before I book

69%



Ease of booking is really important

63%



I do all the booking

50%



Book flights & accommodation separately

40%



I plan exactly what I'll do before I arrive

23%



I plan my year around holidays

How they choose a destination

30%



Check in on Facebook

21%



Get a picture for Instagram

26%



Have a social media detox

83%



accommodation

81%



price

76%



location

60%



weather

57%

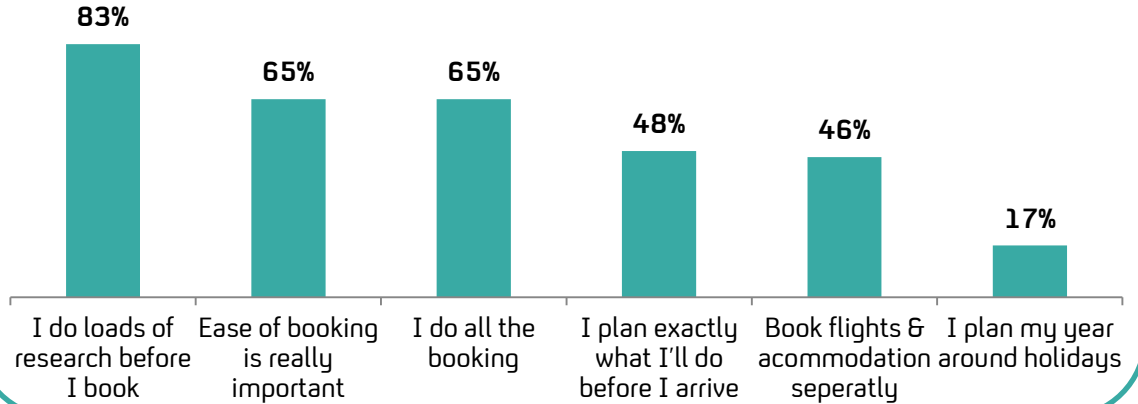
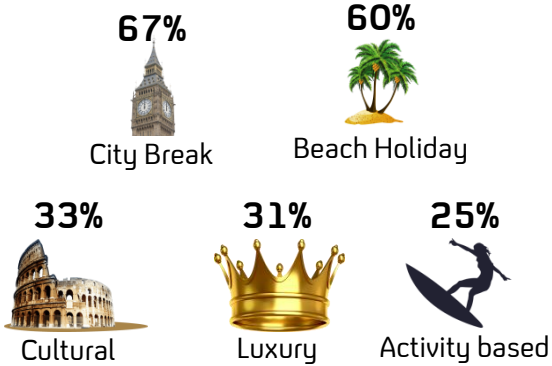


food

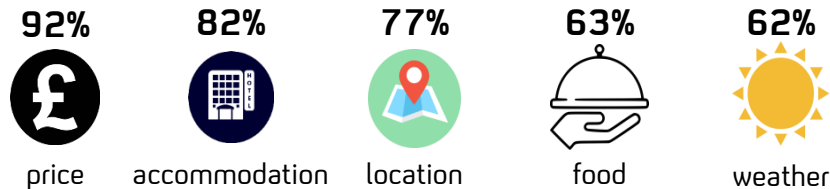
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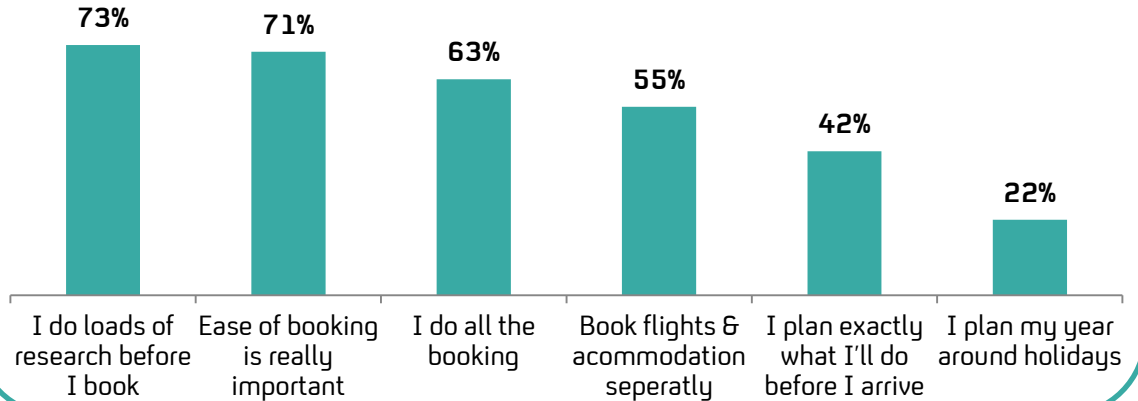
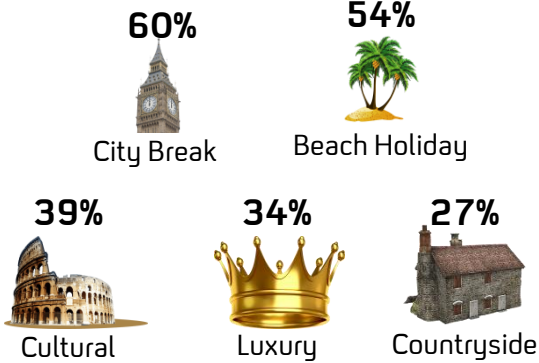
Favourite types of holiday



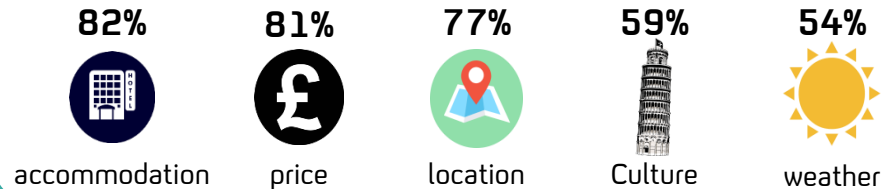
How they choose a destination



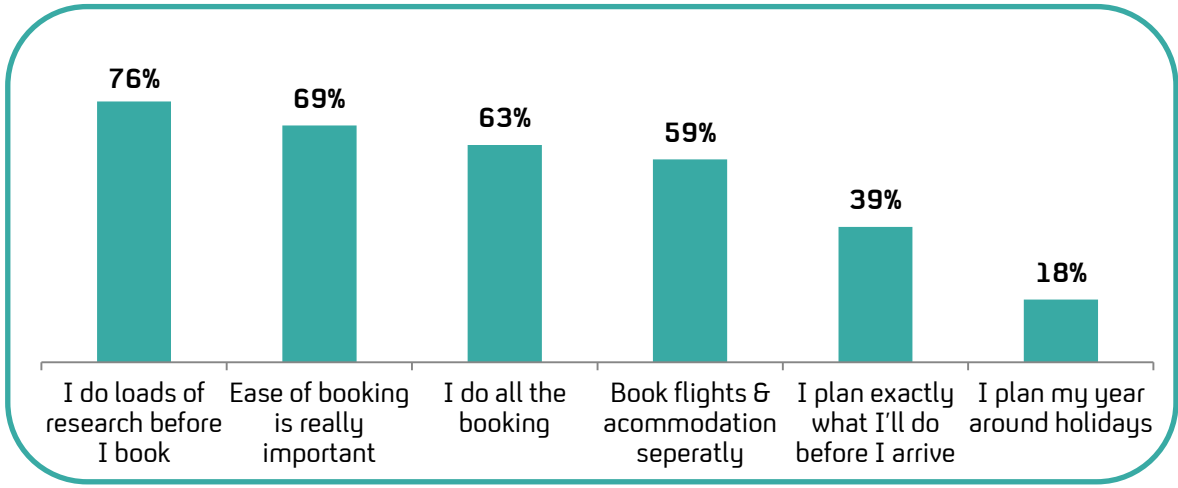
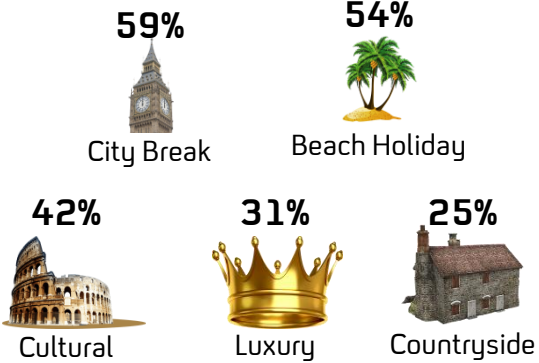
Favourite types of holiday



How they choose a destination



Favourite types of holiday

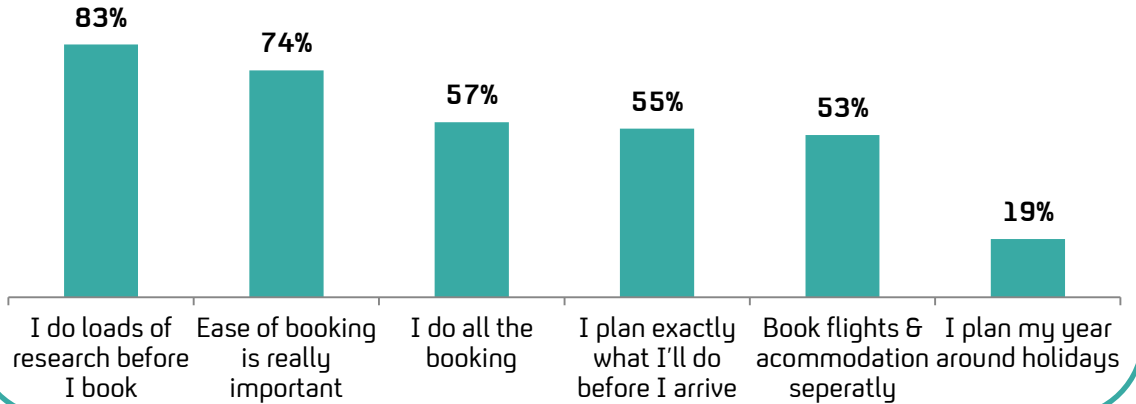
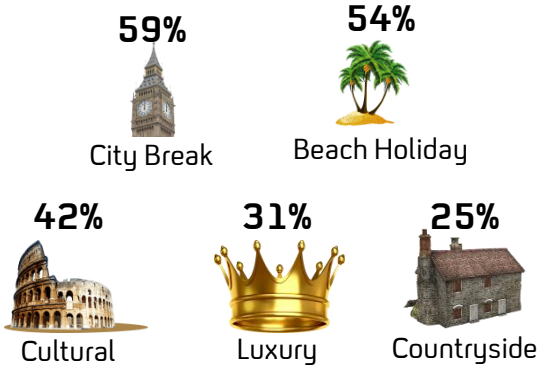


How they choose a destination

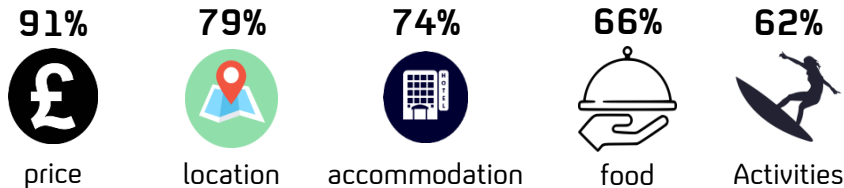


16-34's

Favourite types of holiday



How they choose a destination



ABC1's

Favourite types of holiday

56%



City Break

56%



Beach Holiday

36%



Cultural

36%



Luxury

28%



Countryside

77%



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71%



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accommodation

81%



price

80%



location

62%



Culture

61%



Weather

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