

PRESS RELEASE

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Spend up by 55% as Brits make the most of the Easter holidays

Easter is becoming an increasingly important holiday among Britons, with ever more people jetting abroad in the spring to escape high summer prices. Not only are more people travelling, but they are travelling further and their average holiday spend is up by over 55% from 2006, according to statistics released by independent travel agency Travel Counsellors this week.

Surveying over 2800 holidaymakers throughout the UK, the statistics show that the average holiday spend over the Easter holidays (31 March – 14 April) has increased 55% to £2376 per booking in 2007, as opposed to £1533 in 2006, despite only a 25% increase in the average number of passengers per booking – from 2.21 in 2006 to 2.77 in 2007.

The Travel Counsellors survey also shows that British holidaymakers are fed up with the changeable winter weather and are heading for the sun. For the second year in a row, the Canary Islands are the number one Easter destination for Brits, whilst trendy mid-haul destination Dubai moves up two places to the second spot. The only non-winter sun destination in the top ten is New York, which has recently become a firm favourite amongst Brits thanks to the excellent exchange rate.

Interestingly, half of this year's top ten destinations are long haul, with Orlando, Thailand, Barbados, New York and Goa all featuring, up from just three long haul destinations in the top ten last year. This change can be attributed to the increased accessibility of these destinations and the growing trend in tailor made holidays created by independent travel specialists.

Travel Counsellors managing director Steve Byrne comments, "These latest statistics show that Easter is becoming an increasingly prominent holiday for Brits. What with perceived high prices during the summer holidays, and the excellent UK weather in July and August during recent years, it seems that an increasing number of holidaymakers are choosing to take their holiday at Easter".

To speak to your local Travel Counsellor telephone 0800 195 8852 or visit the website at www.travelcounsellors.co.uk

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Top ten Easter breaks, 2006-2007:

2007	2006
Canary Islands	Canary Islands
Dubai	Sharm El Sheikh
Sharm El Sheikh	Spain
Orlando	Dubai
Spain	Paphos
Thailand	Palma de Mallorca
Paphos	Orlando
Barbados	Barbados
New York	Turkey
Goa	Goa

The survey is a result of 2806 passengers booking holidays with Travel Counsellors over the Easter period. Figures are based on number of passengers travel this Easter (31 March – 14 April 2007) and compared to the equivalent two week Easter period in previous years.

List correct for bookings made with Travel Counsellors PLC on or before 12 March 2007.

About Travel Counsellors: Travel Counsellors PLC is one of the UK's largest independent travel companies with turnover at the end of its last financial year (Oct 31 2006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 740 travel consultants who work from home with the support of over 130 staff at the company's head office in Bolton. In the UK Travel Counsellors places all customer money in a Trust account which guarantees a 100% refund in the event that a supplier collapses. The company also operates in Ireland, the Netherlands and the US. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted 2006 Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited. In 2007 the company won the Accenture Innovation Award and the Outstanding Achievement Award at the Travel Weekly Globe Awards.

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