



The Guide to...Holidays (May 2010)

- *54% of Northern Irish adults took a holiday in the last 12 months and 25% took three or more.*
- *14% took a holiday in the Republic of Ireland, of whom half like to go back to 'familiar places' for holidays.*
- *43% of adults went abroad. The top European destinations were Spain, the Canaries and France. 8% took a holiday outside Europe.*
- *The average cost of a holiday was £930. 70,000 people took a holiday costing more than £2500.*
- *July and August are the most popular months to start a holiday. The least popular months are February and April.*
- *100,000 people (8% of adults) booked a holiday less than two weeks in advance.*
- *48% of holiday-makers booked online, 25% booked in person at a travel agent and 22% booked entirely by telephone.*
- *The most popular types of holiday are beach / resort and short city breaks. 16% of adults took a beach / resort holiday and 9% took a city break.*
- *55% of adults travelled by air for leisure purposes in the past year and 11% flew on business.*
- *A quarter of adults say that newspaper and magazine articles on holidays & travel influence their choice of holiday.*
- *12% of adults are happy to book holidays or flights from companies they've never heard of.*

Base: All adults Source: Northern Ireland TGI 2009