

**12 August 2024**

## **THE NUMBERS ARE IN FOR THE PERFECT SUMMER HOLIDAY, ACCORDING TO M&S CREDIT CARD RESEARCH**

Holidaymakers say their ideal holiday includes enjoying an average of seven local dishes, sipping on four cocktails and cooling down with five ice creams. Getaways also typically include four sessions reading by the pool, five sightseeing trips, four souvenirs to take back home and seven meals out.

The study of 2,000 adults, revealed over three quarters (77 per cent) say they always enjoy their food and drink a little more while on holiday.

While travellers will rack up nearly 80,000 steps over a week, or 11,305 steps a day, during a typical holiday as we squeeze in 11 activities, including day trips and sightseeing, snapping an average of 88 photos along the way.

It emerged the average holidaymaker is set to spend £1,203 per person on holidays this year – with 28 per cent starting to put money aside for their next break as soon as their last trip has finished.

The amount spent on travel, which includes airlines, accommodations, travel agencies and cruise lines, has gradually risen over the last few years, according to M&S Credit Card data, with travel spend up five per cent year-to-date vs the same period last year, and the number of travel transactions up by three per cent over the same period.

Commenting on the research, Nic Moran from M&S Credit Card, said: "Holiday spend has continued to increase in recent years, with many of us prioritising time away, and experiences with family and friends, and it's not just money that we're investing, it's also time, and effort spent making our trips the best that they can be.

"It's also interesting to see the numbers that add up to the ideal break, with holidaymakers enjoying an average of seven local dishes, four cocktails, five ice creams, four sessions reading by the pool, five sightseeing trips, four souvenirs, and seven meals out, plus 80,000 steps."

The research went on to find two thirds (66 per cent) say taking at least one main holiday in the year is a priority for them, but they hope to take an average of three trips during 2024, with their main holiday lasting an average of nine days.

And as many as 71 per cent go as far as to say their main getaway each year is often one of the highlights of the entire 12-months, according to the OnePoll figures, with 81 per cent stating that some of their favourite memories were made while on holiday.

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Four in 10 say it's 'very important' to start saving for a holiday early, with those who do so believing it helps spread the cost (62 per cent) and provides peace of mind (48 per cent).

And 44 per cent feel it gives them a welcome buffer for unexpected expenses, while 34 per cent feel it helps with more comprehensive planning.

Thorough research (48 per cent) was deemed the most important factor in planning a successful holiday, and 34 per cent selected careful budgeting.

But 33 per cent think being flexible with your plans is critical, according to the OnePoll.com figures.

Nic Moran added: "Planning a break is a priority for many of us, and it's great to know that we're a nation of planners. Making a plan, including a holiday budget, is a great way to help make your holiday spending go further, as well as ensuring that you're well prepared so that you can spend more time relaxing on your getaway, when it comes around."

**ENDS**

## **Notes to Editors:**

Research of 2,000 Brits was commissioned by M&S Bank and was conducted by OnePoll in August 2024.

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## **About M&S Bank**

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S Bank offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money service offers one of the widest ranges of currencies available on the high street.

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