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SHOPPING FOR HOLIDAY CLOTHES, THE HEAT AS YOU EXIT THE PLANE, EXPLORING LOCAL MARKETS, AND GOOGLING THE WEATHER BEFORE LEAVING - THE MOST EXCITING THINGS ABOUT SUMMER HOLIDAYS, ACCORDING TO RESEARCH FROM M&S BANK

Research from [M&S Credit Card](#), surveyed British holiday makers to reveal a definitive list of the 30 most exciting things about jetting off on summer holidays, with spending time together with loved ones (47 percent) emerging as one of the top answers.

Sampling local food and drink (43 percent), the heat hitting you as you step off the plane (33 percent), seeing your hotel room for the first time (30 percent), feeling the sand between your toes (28 percent), and reading your book on a sun lounger (25 percent) also featured highly.

And the research also reveals a host of pre-holiday activities that Brits get excited about as much as the holiday itself, with researching the destination (27 percent), shopping for new holiday clothes (26 percent), 'Googling' the weather (18%) and making a holiday itinerary (16 percent) in the build-up to jetting off, all featuring in the 30 most exciting things about summer holidays.

A whopping 88 percent agree that the build up to a holiday is one of the most exciting parts of a holiday, with a further three quarters (76 percent) believing that the pre-holiday prep is just as exciting as the holiday itself.

Paul Stokes, M&S Credit Card, said: "Planning for a holiday is an exciting time, so it's no surprise to see that for many of us the build-up, including the pre-holiday shop, can be just as exciting as the trip itself."

According to the research, 93 percent believe that their annual holiday is one of the highlights of the year, with one in three (45 percent) booking time off work at least six months in advance.

A fifth (20 percent) submit their holiday request three months beforehand, while one in twenty (five percent) admit that they book all their days off on the first day back to work after the New Year.

Twelve days is considered the ideal duration for a summer holiday with the average Brit spending over six hours researching the perfect location for their getaway.

One in three (34 percent) book their holiday six months in advance, while a quarter (25 percent) book three months out. 23 percent say they start to get excited as soon as they start researching destinations, 29 percent feel the rush of joy as soon as they book their trip, while a sixth (15 percent) hold off their excitement until a week before going away.

Nearly half (49 percent) of Brits will start their pre-holiday shopping a month in advance, spending an average of £250 on holiday items for themselves and their families.

36 percent of Brits describe their packing style as ‘cramming as much in as possible, just to be on the safe side’, with one in three (31 percent) stating that they are organised and like to lay clothes out into days and types of clothing.

Yet despite the fact most Brits pack on average six days before their holiday, 71 percent admit that they regularly forgot to pack items, with phone chargers (25 percent), travel adaptors (25 percent), toothbrushes (22 percent) and toothpaste (21 percent) amongst the most commonly forgotten items. Five percent of Brits even admit to having forgotten to pack their passport, when heading abroad.

Paul Stokes added: “Even though we may have been thinking about our next holiday for quite some time, it’s still easy to forget certain things.

“It sounds simple but making a list of your planned pre-holiday purchases and everything you intend to take or sort pre-trip – paying particular attention to your passport if travelling abroad, along with tickets, travel money and insurance – can ensure that you’re well prepared and can spend more time relaxing on your getaway, when it comes around.”

THE MOST EXCITING THINGS ABOUT SUMMER HOLS, ACCORDING TO BRITS

1. Spending time together with loved ones – 47%
2. Going out to local restaurants – 45%
3. Sampling local food and drink – 43%
4. Exploring local markets – 37%
5. The heat hitting you as you step off the plane – 33%
6. Ordering a drink at the bar – 31%
7. Seeing your hotel for the first time – 30%
8. Feeling the cooling breeze across the sea – 30%
9. Feeling the sand between your toes – 28%
10. Eating an ice cream – 27%
11. Researching the destination – 27%
12. Shopping for new holiday clothes – 26%
13. Getting dressed up for dinner – 25%
14. Reading your book on a sun lounger – 25%
15. Ordering lunch by the pool – 23%
16. Ditching your shoes for sandals – 21%
17. Making friends with new people – 20%
18. Watching your children or younger family members play in the pool – 19%
19. Googling the weather before you leave – 18%
20. The smell of suntan lotion – 18%
21. Getting your suitcase out – 17%

22. Making a holiday itinerary – 16%
23. Getting up in time for sunrise – 16%
24. Getting holiday currency – 16%
25. Knowing your out of office is on – 16%
26. A siesta – 15%
27. Managing to get a sun lounger – 13%
28. Trying your hand at the local language – 12%
29. Playing on an inflatable in the pool – 11%
30. Having pre-holiday beauty treatments – 9%

ENDS

Notes to Editors:

Research of 2,000 UK based Brits was commissioned by M&S Bank and was conducted by [Perspectus Global](#) in July 2023.

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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.

HSBC UK

HSBC UK serves around 15 million customers across the UK, supported by 26,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.