

**22 October 2024**

## **OCTOBER HOLIDAYS ARE TRENDING ACCORDING TO M&S CREDIT CARD RESEARCH**

Four in ten holidaymakers are now equally or more likely to have their 'main' holiday in October, or later in the year, rather than the traditional summer period.

A poll of 2,000 Brits found 67 per cent would consider switching their 'main holiday' to the autumn period. Whereas 60 per cent are likely to take shorter holidays in the summer and October, rather than one longer trip.

Nearly half (48 per cent) believe holding off until October provides them with better value for their trip – estimating it will save them over £400 per person by travelling a few months later, that's a significant £1,600 saving for a family of four.

And 18 per cent even think they can make their money go further by picking up holiday clothes and essentials in the post-summer sales.

Seven in 10 (70 per cent) went on to agree that value for money is the biggest driver when booking a holiday.

Paul Stokes, from M&S Credit Card, which commissioned the research, said: "Our research has shown a growing trend of holidaymakers opting to get away in October, or later in the year. With 36 per cent saying they can still seek out the sun in Europe and further afield later in the year, now is the perfect time to take a trip.

"This not only allows travellers to make the most of the quieter holiday period, but can also unlock significant cost savings.

"With value for money top of mind for many of us when planning a holiday, October getaways can offer an opportunity for savvy travellers to make the most of their holiday budget whilst enjoying their time away."

When it comes to these autumnal getaways, sunny breaks in Europe lead the way, followed by a UK-based city break.

As one in five (19 per cent) estimate they will take the chance to go on more trips in October, or later in the year, in the next five years.

When it comes to organising their trips throughout the year, cost of accommodation, what the weather will be like, and cost and availability of flights are the most important factors.

And researching destinations, planning itinerary and booking flights and hotels are the ways in which travellers get excited for their excursions.

In fact, 90 per cent get their children or younger family members involved with holiday decisions and 46 per cent have even let them pick the destination.

Nearly two in three (64 per cent) have taken this approach because they want them to be more a part of the planning process.

But it's not just the location young holidaymakers are influencing, with 54 per cent being allowed to pick activities, and 40 per cent selecting what sights to see.

The average age children, or younger travellers, begin having a say in holiday planning is nine.

Paul Stokes added: "Planning a holiday is increasingly becoming a family affair, as younger travellers are getting more involved in the decision making process.

"Involving younger family members and travellers not only teaches them decision making and budgeting skills, but also helps build excitement for the trip ahead.

"This collaborative approach can also make for a more enjoyable family experience, making memories everyone will remember."

**ENDS**

#### **Notes to Editors:**

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

#### **For more information about M&S Bank, please contact:**

Alex Grayson  
E-mail: [alexandra.grayson@mandsbank.com](mailto:alexandra.grayson@mandsbank.com)  
Mobile: 07384793347

#### **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

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 over 14.7 million active customers across the UK, supported by 23,700 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. HSBC UK is a ring fenced bank and wholly owned subsidiary of HSBC Holdings plc.

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$2,975bn at 30 June 2024, HSBC is one of the world's largest banking and financial services organisations.