May 17, 2016

**Four out of ten say YES to a self-drive holiday**

A record number of Irish residents, 76%, have been on a self-drive holiday and ahead of this year’s peak travel season, interest is even higher than it was last year, according to a recent survey.

Stena Line’s new *Self Drive Holiday Report 2016*, which was completed by 1000 people, showed that 38% of respondents, up by 15% on last year, are planning to hit the road this holiday season.

There are many advantages to holidaying with your car. 62% of respondents said they took a self-drive holiday as it is a nice way of travelling and 44% said that you can travel to places that are otherwise difficult to access. 43% get behind the wheel so they can attend spontaneous events along the way.

Going on a self-drive holiday remains a popular choice for people in Ireland. In fact this year almost four out of ten Irish people, 38%, will be taking a self-drive holiday. Of those who have no current plans to take a self-drive holiday this year, the majority have yet to actually make any holiday plans.

Most Irish holidaymakers take their car to France (46%), the UK (34%), Spain (23%), Germany (13%) and Italy (16%).

But whatever their destination, 38% said they would spend most money on their accommodation. That is followed by food and drink (20%), then car and fuel (16%) and only 8% said they planned to spend most money on shopping.

“This is the third year in a row that we’ve conducted our major survey into the self-drive holidaying habits of Irish residents and it’s clear that interest levels remain high. We are happy to see that bookings for the coming summer indicate another strong season for self-drive holidays.” said Diane Poole OBE, Stena Line’s Head of PR and Communications Irish Sea.

For more information on Stena Line visit [www.stenaline.ie](http://www.stenaline.ie)

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**Stena Line’s Self Drive Holiday Report 2016**

**Below is a selection of statistics from the Self Drive Holiday Report 2016. The full report can be found at:**

**MND-länk**

**About the survey:** Nationally representative survey conducted by Norm in March 2016.

1,000 people aged 18-65 answered the questions via a web panel.

**Have you ever been on a self drive holiday?**

|  |  |
| --- | --- |
|  | **Total** |
| Yes | 76% |
| No | 24% |

**Are you planning to go on a self drive holiday this year?**

|  |  |
| --- | --- |
|  | **Total** |
| Yes | 38% |
| No | 23% |
| Don’t know | 38% |

**If yes, why? (follow-up question to “Are you planning to go on a self drive holiday this year?”)**

|  |  |
| --- | --- |
|  | **Total** |
| It’s a nice way of travelling | 62% |
| You can travel to places that are otherwise difficult to access | 44% |
| You can attend spontaneous events along the way | 43% |
| You can visit several countries on the same trip | 40% |
| You can bring more things home compared with flying | 38% |
| Love travelling by car | 26% |
| It’s a method of travel that suits the whole family | 23% |
| Value for money compared with other travel options | 22% |
| Never been on a self drive holiday before | 12% |
| Others have recommended going on a self drive holiday | 7% |
| Low price of petrol | 6% |
| Less environmental impact than flying | 5% |
| Don’t know | 1% |
| Other | 2% |

**What do you plan to spend most money on during your self drive holiday?**

|  |  |
| --- | --- |
|  | **Total** |
| Accommodation | 38% |
| Food and drink | 20% |
| Car and fuel | 16% |
| Entertainment | 10% |
| Shopping | 8% |
| Don’t know | 6% |
| Other | 1% |