*Issued 24th March 2015*

**One in four Irish holidaymakers to take the car in 2015**

**Taking the car still remains a popular option for many Irish holidaymakers. This year, almost one in four Irish holidaymakers are planning to take the car with them on vacation. France, the UK and Spain top the list of places most likely to visit. Recent research also shows that Irish holidaymakers like to fill up their boots during the trip buying local delicacies, souvenirs and clothes to take home. The results are revealed in the *Car Holiday Report 2015* – a survey commissioned by Stena Line on the car holiday habits of Irish holidaymakers.**

The *Car Holiday Report* is based on a statistically significant survey sample of over 1 000 people answering questions about going on holiday by car. The results show that taking the car on holiday is still close to Irish hearts. This year, two out of ten Irish holidaymakers, 23 %, will take a holiday by car. France is the most popular destination with 32 % of respondents saying that they are planning a visit. After France, the UK and Spain, come next with 27% and 13% respectively. Germany and Italy also feature as popular destinations on the list.

In the survey, 74% of Irish holidaymakers said that they feel that a car holiday provides them with greater freedom and flexibility when on vacation. Six out of ten also feel that the one of the best things about holidaying by car is the opportunity to experience spontaneous happenings along the way. Another big advantage of travelling by car, according to Irish holidaymakers, is the opportunity to buy things to take home. Local delicacies, souvenirs and clothes come top when they are asked what they are most likely to buy while on a car holiday.

The survey also measured the popularity of holidaying by car among eight other European countries including Germany, Norway, the UK and France. "This year, we have carried out a global car holiday survey on all of our markets and we can see that the interest in taking the car on holiday is also significant outside of Ireland. The nation most likely to take a car holiday are the French, where almost seven out of ten are planning to take to the roads of Europe this year,” says Orla Noonan, Head of Travel, Irish Sea.

***For more information, contact:***

*Fiona Brown, Duffy rafferty Communications, tel +44 (0) 28 9073 0880 or e-mail* *fiona@duffyrafferty.com*

**Stena Line's Car Holiday Report 2015**

**Below follows a selection of statistics from the Car Holiday Report 2015. You can find the report in its entirety on:**

[**http://www.mynewsdesk.com/se/stena\_line**](http://www.mynewsdesk.com/se/stena_line)

**About the survey:** National survey was carried out by Norm in February 2015. 1000 people in the age group 18–65 answered the questions via a web panel.

**Are you planning to holiday by car during 2015?**

|  |  |
| --- | --- |
|  | **Total** |
| Yes | 23 percent |
| No | 44 percent |

**Which countries are you planning to pass through or visit during your upcoming car holiday?**

|  |  |
| --- | --- |
|  | **Total** |
| France | 32 percent |
| United Kingdom | 27 percent |
| Spain | 13 percent |
| Germany | 11 percent |
| Italy | 10 percent |

**What do you consider to be the primary reasons for choosing to holiday by car instead of taking another type of holiday?**

|  |  |
| --- | --- |
|  | **Total** |
| Greater freedom and flexibility  | 74 percent |
| The opportunity to experience spontaneous happenings along the way | 62 percent |
| You can travel to places few others find  | 52 percent |
| More quality time with your travel companions | 40 percent |
| You can experience several countries on the same trip | 37 percent |
| You can buy things to take home | 34 percent |

**What do you buy to take home when you take a car holiday?**

|  |  |
| --- | --- |
|  | **Total** |
| Food & local delicacies | 60 percent |
| Souvenirs | 54 percent |
| Clothes and fashion | 48 percent |
| Flea-market bargains  | 40 percent |
| Beer | 26 percent |
| Wine | 32 percent  |
| Strong spirits | 23 percent |
| Perfume | 23 percent |

**The top list – This is where most plan to take a car holiday in 2015**

|  |  |
| --- | --- |
|  |  |
| France | 66 percent |
| Poland | 60 percent |
| Germany | 58 percent |
| The Netherlands | 42 percent |
| Sweden | 30 percent |
| Norway | 28 percent |
| United Kingdom | 28 percent |
| Denmark | 24 percent  |
| Ireland | 23 percent |