**ISSUED ON BEHALF OF STENA LINE**

**20 June, 2013**

**‘PACK IT ALL IN’ WITH A CAR-CATION**

IRELAND’S leading ferry company, Stena Line, is gearing up for another busy summer as the trend for car-cations continues to grow in popularity and with great fares starting at just €89\* single there has never been a better time to *fill your boots*, *pack it in* and book a car-cation.

A recent survey carried out by Stena Line revealed that 79% of customers said they could see themselves taking another car-cation in the future. When asked about their main reasons for taking the car on holiday the survey also revealed that, 79% said it was due to the ‘freedom and flexibility’ a car-cation offered.

As part of their Car-cation campaign Stena Line has launched a ‘Pack it in and Win’ Facebook competition, which runs until Wednesday 7 August, inviting people to help Dom Joly fill his boot with their favourite travel items which they can then win as prizes. The prizes will include everything from surf boards to barbeques and golf clubs to iPads as well as ‘The Big Bumper Car-Cation Pack’ which includes all of the items in Dom’s boot, plus return car travel for four people – find out more at [www.facebook.com/StenaLineUKIE](http://www.facebook.com/StenaLineUKIE).

A new study by lastminute.com, has shown that €17.5m in excess airline baggage fees was paid out by Irish people who failed to pack lightly in the last year. With no baggage restrictions when you travel with Stena Line you get the perfect start to your car-cation as Diane Poole OBE, Stena Line’s Head of PR and Communications explains: “Car-cations are getting even more popular as people realise they don’t have to compromise on comfort or leave behind items they really want to take on holiday with them from home. With Stena Line you really can *pack it all in*!

“Funny man and award-winning travel writer, Dom Joly will be heading up our car-cation marketing campaign this year again as more and more holiday makers build their itineraries around the flexibility and freedom of having the car with them,” said Diane.

“Ferry travel is one of the most fun, relaxing and unique ways to holiday plus there is no hanging around at check-in and plenty of leg room and places to explore once onboard, means there is more time to enjoy your trip. The ships offer maximum passenger comfort with indulgent lounge areas to unwind in; delicious dining options to choose from; free movies and kids play areas. Furthermore, the free Wi-Fi allows people to plan their car-cation in a relaxed, stress-free way as they cross the Irish Sea.

“Stena Line has no baggage restrictions so people have the luxury of bringing as many of their home comforts as they want plus loads of luggage; including the kids favourite toys, a barbeque for alfresco dining, you can even bring bikes, golf clubs, surf boards or camping equipment,” Diane concluded.

To make a booking log onto [www.stenaline.ie](http://www.stenaline.ie) call 01 204 7777 or visit your local travel office or agent. Start packing - your car-cation awaits!

*\*Fare based on a car and driver and supplement applies for travel in July and August.*

**[Ends]**

MEDIA ENQUIRIES: For further information please contact Fiona Brown of Duffy Rafferty Communications on 048 9073 0880, fiona@duffyrafferty.com