**Issued on behalf of Stena Line**

**August 12, 2016**

**HAPPINESS IS … PLANNING A BREAK AWAY**

There is no better way to improve your mood than by going on holiday and a recent survey\* has shown that even just *planning* your break away can make you happier!

The research also suggests that instead of organising one big trip a year, happiness levels can be boosted even further with a series of short trips spaced a few months apart.  So to help keep the nation smiling, Stena Line has launched a new offer that gives up to **20%\*\*** off motorist fares, when booked by August 30.  You can travel to Holyhead, Fishguard or Cherbourg between September 5 and December 18, which gives you plenty of time to schedule in a break, or two!

According to Stena Line, more and more people are booking travel September - December with over 282,000 people expected on its Dublin – Holyhead, Rosslare - Fishguard and Rosslare  - Cherbourg routes, during this period.

Stena Line’s Route Marketing Manager, Alexandra Bradley, explains why everyone should increase their happiness levels by planning a holiday in advance:

“There’s nothing better than sitting down with friends or family to plan and book a break away knowing that in a few short weeks or months you will be able to put your feet up and relax.   It is proven that holidays are good for our physical and mental health and as we are giving up to 20% off the cost of travel people will experience the joy of bagging a bargain as well!  On top of all this, it is National Relaxation Day on August 15 so there is no better excuse for booking a break.

“Just make sure you book by August 30 and prepare to get a smile-inducing 20% off your car fare!  As the offer applies to travel up to December 18, you can take a Halloween break or a winter shopping trip, or just visit family and friends and give yourself something to smile about during the autumn and winter months,” added Alexandra.

Get online and get booking now at [www.stenaline.ie/sale](http://www.stenaline.ie/sale) and quote offer code: HAPPY!

*\*\*Terms and conditions apply. Subject to availability.*

 **[ends]**

**For further information, please contact Bronagh Cobain of Duffy Rafferty Communications on Belfast 048 9073 0880.**

**NOTES TO EDITORS**

\**A Dutch study from Breda University of Applied Sciences in the Netherlands looked at the link between holidays and happiness by surveying 1530 adults, 974 of whom had been on a trip during the research period.*