**Issued on behalf of Stena Line**

**March 20, 2018**

**STENA LINE IS *TOP DOG* FOR HOLIDAY MAKERS**

FOUR-LEGGED friends are an integral part of many families and though some pet owners may stress about what to do with their beloved pooch when they go on holiday, leading ferry company Stena Line has the perfect solution, **pets go free!**

Recent research identified that **61%\*** of all Irish households own either a dog or cat and one study showed that having a pet significantly impacts where most owners choose to go on a break, in fact up to **45%**\*\* of owners say that their dog completely influences their choice of destination.

Being a key member of the family, pets are a great addition to any trip, adding bundles of fun and company when you’re holidaying. You won’t have to worry about whether they are in safe hands back at home or not and it won’t feel like you’ve left an important part of the family behind.

Plus, not having expensive kennel fees to worry about or having to ask friends or family to look after your pet whilst you are away are just some of the many reasons why more and more pet owners choose to take their animals on holiday with them.

Diane Poole, Travel Commercial Manager (Irish Sea South) Stena Line said:

“We carry thousands of pets across the Irish Sea every year and we know from first-hand experience just how strong the bond is between owners and their pets.

“Leaving a beloved pet behind to go on holiday for a week or two weeks can be a gut wrenching experience so it’s no surprise that more and more owners are choosing to take their pets on holiday with them, especially when it’s completely free!

“Whether it’s a short break to the UK or you’re travelling on an exciting summer holiday to France, there’s no need to fret about having to leave you’re much loved pooch behind,” added Diane.

With Stena Line, pets are welcome to travel in the owners’ vehicles or in one of the onboard kennels\*\*\*. To help you and your pet get the best from your holiday Stena Line has put together an essential *pet trip* checklist -

* Pet passport
* Any medications that your pet may need
* Grooming products
* Food, water and treats
* Spare collar and lead
* Spare ID tag which includes address and phone number of where you will be staying

Stena Line’s current offer means you can save **20%** off travel to France when booked by March 22 for travel up to May 31. For more information go to <https://www.stenaline.ie/stpatricksday>

**\*** Study from pedigree Ireland and Whiskas Ireland

\*\* Research from Direct Line Pet Cover

\*\*\*Subject to availability. Passengers must advise Stena Line when they intend to bring a pet in advance of booking. There is a maximum of 5 pets per booking.

**[Ends]**

**MEDIA ENQUIRIES: For further information, please contact Bronagh Cobain of Duffy Rafferty Communications on 048 9073 0880 or email** [**Bronagh@duffyrafferty.com**](mailto:Bronagh@duffyrafferty.com)