

WE'RE ALL GOING ON A SUMMER 'PALIDAY'

*NEW STUDY REVEALS CASH-CONSCIOUS BRITS OPT FOR A BREAK
WITH FRIENDS AND FAMILY THIS YEAR*

Cash-conscious families are beating the credit crunch and saving up to £2,000 on their holiday this year by staying with friends and family, according to new findings from leading rail ticket retailer, thetrainline.com*.

Rather than stay at home or not take a holiday at all, UK holiday-makers are increasingly opting for what thetrainline.com is referring to as a 'paliday' – a holiday spent at a friend's house or holiday home – to save money.

The poll, which surveyed over 6,000 visitors to thetrainline.com website, found that more than half of respondents (55%) have had a holiday at a friend or family member's home in the last year. Of those, two thirds are planning a repeat 'paliday' this summer (67%).

Nearly half of families (45%) claim to spend less than £600 in two weeks when holidaying with friends and family – a saving of 77% when compared to the average cost of a regular two-week summer holiday**.

For nearly a quarter of Brits (22%), the decision to go on a 'paliday' is borne out of the current economic climate and a desire to save money. Other benefits of staying with friends and relatives were an increased opportunity to spend more quality time together and a greater sense of freedom.

According to the findings, the most popular type of 'paliday' is a beach or seaside break. In second place came a city break followed by an escape to the countryside.

Ben Pearson, commercial director at thetrainline.com says: "Holiday-makers are understandably looking to make their money go further this year. Our survey shows that 'palidays' are on the rise and with rail travel up by almost 50% this summer[†], we anticipate many people to be spending their breaks with friends and family in the UK this year.

“At thetrainline.com, we’re always looking to help rail passengers beat the rising cost of rail fares make the most of their travel budgets. Through our easy-to-use website and innovative tools like Best Fare Finder and Ticket Alert our customers are buying smarter; selecting 2 single tickets over the often more expensive returns, travelling off peak rather than peak, choosing a time and day to return rather than leaving it open and looking at alternative days and times to travel.”

thetrainline.com customers can make an average saving of 43% on advance tickets if booked up to 6pm on the day before departure, compared to ‘turn up and go’ tickets bought at the station on the day of travel. It’s not too late to take advantage of the savings this summer. If booked now, a return journey from London to Bournemouth over July could cost as little as £9 each way - a saving of around 61% when compared with a ‘turn up and go’ return ticket bought at the station on the day of travel (£46.50^{††}).

ENDS

For further information, please contact:

thetrainline.com press office at Seventy Seven PR on 020 7492 0974 or e-mail thetrainline@77pr.co.uk

Notes to the editor

* thetrainline.com polled visitors to its website in mid-June 2009; 6,855 responses were gathered

**ABTA, July 2008

†thetrainline.com analysed advanced bookings data for outbound journeys on the four weekends in July in both 2008 and 2009

††All fares correct at time of issue. Tickets and availability cannot be guaranteed

About thetrainline.com

thetrainline.com is the leading UK rail ticket retailer and rail ticket information provider, offering fast and easy access to timetables, fares, reservations and tickets through its Internet site and contact centre operations in the UK train travel sector. In addition to its own website, www.thetrainline.com, it operates retail websites for 15 Train Operating Companies who sell rail tickets online, as well as providing a rail business travel service direct to a number of blue chip corporations and travel agents.