Écrit par sylvie.duval@finances.gouv.fr (Sylvie Duval)
Mardi, 26 Juin 2012 00:00 -

Millions more Britons will take a summer holiday this year to get away from the miserable weather, sports overload and a second year without one, new figures suggest. And it could provide a welcome boost to the nation's hard hit holiday industry who are struggling to fill spaces on planes and rooms in hotels.
Last year more than one in four (26%) chose not to go away during the summer, hoping for a bit of sun at home instead and to save cash. But this year that figure has fallen to just one in five (21%) said the survey by satnav firm TomTom. And many more are jetting off during June and July this year, suggesting the reason may be to avoid the big national events in the UK.
Almost as many (21%) are taking their holidays in June and July as August (22%) said the poll. But last year only 17% went away in June, 18% in July while August was easily the most popular month with 24 per cent, TomTom's figures reveal.

en savoir plus

Consultez la source sur Veille info tourisme: Des millions de Britanniques prendront des vacances cet été Millions more Brits will take a holiday this summer