

Nine Nights: The New Seven Night Holiday?

Jet2holidays reports surge in bookings of 'flexible duration' holidays

25 January 2011 – According to new figures from **Jet2holidays**, British holidaymakers are opting for holiday durations that make better use of their annual holiday entitlement – which could see the decline of the traditional 7 and 14 night holidays.

Package holiday specialist [Jet2holidays](#) offers flexible durations of 1 to 42 nights enabling people to choose the length of their holiday rather than being restricted into choosing a 7 or 14 night holiday because they are the only options. Giving customer this choice has produced some interesting booking trends. **Jet2holidays** has reported a surge in bookings for breaks of between eight and 13 nights in duration - one in five **Jet2holidays** customers has booked a summer break this year which falls in between the traditional one or two week break most people expect, up from one in seven in 2010.

Holiday experts **Jet2holidays** worked with life coach [Jo Orgill](#) to better understand the optimum holiday length to offer the maximum relaxation and restorative benefits for the holidaymaker. Jo said, "The ideal trip duration varies for all of us and at different times we may want more or less time away. For many, a nine night trip is the ideal as it enables people to have a clear seven day holiday between their travel days at either end of the trip. By having more than a week away we feel we have a better work/life balance and as result feel more rested and less stressed. We return home more refreshed and it lowers our risk of stress related illnesses. The opportunity to be away for longer is healthy for both mind and body."

She continued, "Very often, a two week holiday can leave people with time on their hands at the end of the trip, meaning that they spend valuable holiday time worrying about issues back home and the mounting backlog of work that will be waiting for them back in the office. Also the fact that a nine night holiday only uses five or six days of a holiday allocation reduces the stress that many workers feel – that their leave time is so precious that they must maximise enjoyment of every minute – on a two week trip they often return home exhausted and anxious rather than rested and recharged."

Jet2holidays findings are backed up by the Institute of Payroll Professionals research in 2010 which revealed that “three-quarters (75%) of workers think that the ideal length of time to be on annual leave in order to feel rested and recharged is eight or more days.” They also found that, “These research results indicate that workers in the UK may not be booking sufficient time off to feel the full benefits of a relaxing holiday.”

In addition the Office For National Statistics reported increase in trip duration, “People travelling abroad appear to be staying slightly longer. The average length of stay on visits abroad in quarter 3 was 11.9 nights, compared with 11.8 nights in the same period a year earlier and 11.3 nights at the start of the century (quarter 3 2001).” Source: [Overseas Travel and Tourism - Quarter 3 2010](#)

Steve Heapy, managing director of **Jet2holidays** said: “Two weeks away may be what we aspire too, but work commitments and a lack of holiday allowance can often make it impossible. But by carefully selecting the departure date, customers can book less days off work yet spend more time on the beach. We still offer 7 and 14 night holidays but our recent booking figures show that the standard seven or 14 night break is not everyone’s preference.”

“At **Jet2holidays** we believe in optimising our customers’ time off by offering flexible breaks. **Jet2.com’s** friendly flight times are carefully scheduled to get passengers to their resort and on the beach the day they arrive, so there’s no wasted days or turning up in resorts exhausted in the middle of the night.”

Jet2holidays generous 22kg baggage allowance as standard also takes the stress out of packing, there is plenty of room for extra items needed for a longer trip! **Jet2holidays** low deposit of £60 per person and part payment scheme enables people to plan ahead even if they are currently cash strapped to give them maximum time looking forward to their summer break.

Jet2holidays is currently offering [£75 off](#) every summer 2011 and winter 2011/2012 holiday booked before the end of February. To receive the £75 saving customers simply need to enter the promotional code ‘TVSAVE75’ when prompted. There is no minimum spend required to qualify and the discount is valid for all departures between 1st April 2011 and 31st March 2012.

Holiday seekers can search for their holiday online at www.Jet2holidays.com or in its brand new glossy 244 page holiday brochure. **Jet2holidays** helps people select their holiday by rating accommodation by holiday type – Family Choice, Adults Choice, Late ‘n’ Lively and Luxe Collection. **Jet2holidays** offers breaks in over 200 resorts across 40 destinations all flying with the friendly sister airline **Jet2.com** from 8 airports.

Algarve, Portugal – 4* Luna Alpinus Falesia Suites – Save £75 per booking!

The Luna Alpinus sits in a quiet location in Albufeira, surrounded by beautiful pine trees. This resort boasts fantastic amenities for water-lovers, from windsurfing and jet skiing to sailing – plenty to take your mind off your life back home.

Offer: £389 per person – price excludes £75 discount per booking – based on two sharing for 9 nights all inclusive, **including transfers and 22kg of baggage**, flying from Leeds Bradford on 15th May 2011.

San Antonio Bay, Ibiza – 3* Playa Bella Apartments – Save £75 per booking!

Its location on the Punta Xinxo Beach makes the Playa Bella Apartments some of the best situated in Ibiza. Offering spectacular views of San Antonio Bay, the apartments are perfectly located to enjoy the famous party hot spots, tourist attractions, superb shops and restaurants for a great break from your routine.

Offer: £349 per person – price excludes £75 discount per booking – based on two sharing for 9 nights self catering, **including transfers and 22kg of baggage** leaving Manchester Airport on 14th May 2011.

Playa De Fornells, Menorca – 3* Carema Aldea Playa – Save £75 per booking!

The Carema Aldea Playa is set in lovely gardens overlooking the picturesque Cala Tirant beach. Just a short walk to the pretty fishing village of Fornells with its pretty harbour and choice of shops, bars and restaurants, these comfortable apartments provide the perfect base for families and couples to spend some quality time.

Offer: £335 per person – price excludes £75 discount per booking – based on two sharing for 9 nights self catering, **including transfers and 22kg of baggage** leaving Newcastle Airport on 4th June 2011.

ENDS

For further media enquiries:

Contact the **Jet2.com** Press Office on 0113 243 1355 or email pressoffice@jet2.com

Notes to editors:

1. Jo Orgill is a Life Coach based in Mallorca, working with clients across the UK and Europe, offering life and careers coaching. Prior to becoming a Coach she worked for many years in the travel industry and she loves to travel. www.JoOrgill.com
2. All prices are subject to availability and correct at the time of issue. Terms and conditions apply to the £75 discount offer. Holidays must be booked before the end of February 2011. See http://www.jet2holidays.com/save_extra_on_you_holiday.aspx for full details.
3. **Jet2holidays.com** is ATOL protected meaning that holidays are protected by a financial guarantee provided by the CAA and is ABTA bonded.
4. **Jet2.com** is a subsidiary of [Dart Group plc](#), the aviation services and distribution group, which has 30 years' commercial aviation experience.
5. **Jet2.com** has eight Northern bases, serving: 39 sun, ski and city destinations from Leeds Bradford; 33 from Manchester; 24 from Newcastle; 14 from East Midlands, 12 from Belfast International; 16 from Edinburgh, 8 from Blackpool and 7 from Glasgow.
6. **Jet2.com** has scooped a number of prestigious awards including: 2010 British Travel Awards for Best Trade Booking Website (Flights) – Bronze Award. 2009 Passenger Airline of the Year; 2009 Best Travel Internet Booking System, 2009 Best Passenger Airline, 2008 Best UK Short-Haul Airline; 2006 & 2007 'Best European Short-Haul Airline'; the world's most punctual airline into Amsterdam Schiphol; the 2005 'Best Online Booking Service' of any UK airline; and the favourite British low cost airline from both Holiday Which? and Wanderlust magazines. **Jet2holidays** - 2010 British Travel Awards - Best Tour Operator to the Iberian Peninsula & Canary Islands – Bronze Award.
- 7.