



MEDIA RELEASE

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IT'S A YEAR-ROUND BEACH BLITZ, SAYS BRITZ

Newspoll survey finds the beach tops Aussies' list of short-break dream destinations

Give Australians of any age a week off work and a full tank of petrol and most of them will do the same thing, no matter what time of year it is: we throw our togs in a bag and head straight for the beach. Whilst we are lovers of the snowfields, the bush, the outback and sophisticated city breaks, a recent Newspoll survey of Australians' travel habits found 42% of Australians aged 18+ would ideally take a seven-day break slap bang beside the beach.

Johanna Penny, Brand Manager at Britz Campervan Rentals, which commissioned the research, says the emphatic results reflect Australians' love affair with the coast. "Australians are avid travellers – a massive 92% of those surveyed had travelled interstate – and they certainly have an international reputation as avid beach goers," she said. "What this research shows is that the popularity of the beach cuts across age barriers and even seasons," she said.

Amongst the 1200 people surveyed via phone nationwide earlier this month, just 13% nominated a country getaway, 11% a rainforest holiday or outback adventure, 8% camping in the bush and less than 6% city sightseeing or a snowfields adventure. Around 3% of people surveyed were undecided.

"The beach is a hit with everyone, from teenagers heading off on their first holiday with a group of friends to retirees who spend a sizeable chunk of each year travelling. Our love for the beach clearly doesn't stop at the end of summer – we're a nation of beach-goers no matter what time of year.

"Not surprisingly the beach came out trumps, but what's really interesting is the beach was most popular amongst couples with children - 52.7% of whom placed it at the top of their seven-day holiday wish-list. Ski trips came in second at 8.7% and outback adventures third at 8.2% but they're a long way behind – possibly due to the increased costs and more complicated logistics involved.

"Families looking for an easy, spontaneous, child-friendly holiday option are finding it hard to go past the beach and it's not hard to see why. We think the trend will continue as rising interest rates and food prices make it harder for many people to afford more lavish holidays. We have seen an increase in Aussie families hiring Britz campervans for their holidays from 18% of customers surveyed in 2005 to 25% in 2007. Families love to travel with other families and this is the perfect way to do just that," said Jo.

Sadly though, many of us dream about glorious beach holidays without actually taking them. A recent survey by Tourism Australia (www.noleavenolife.com.au)* shows nearly 60% of full time workers in large and small businesses across Australia take less than the four weeks of annual leave they're entitled to and have accrued double that amount. Talk about all work and no play. Australians are now working the longest hours in the developed world and have collectively accrued 70 million days of annual leave, which equates to 14 million weeks.

Clearly it's time to unplug our computers and get our lives back, and planning a speedy getaway is easy with Britz. Australia's largest campervan rental company has more 2WD and 4WD campervans than anyone else in Australia and can provide a wealth of information to make beach holiday dreams a reality. For more information visit www.britz.com.au.

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* Tourism Australia study www.noleavenolife.com.au