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HOLIDAY MAKERS PLAGUED BY ASH CLOUD FEARS

- **Nearly three-quarters of Brits (70%) planning a holiday abroad in the next month are worried the ash cloud will affect their plans^[1]**
- **Almost six in ten (57%) are worried about booking flights this year because of recurring ash cloud disruption^[1]**
- **A quarter of holiday makers (25%) are worried about losing money, long delays or being stranded abroad^[2]**
- **One in ten holiday makers (9%) are thinking of changing their summer holiday plans this year because of the ash cloud^[3]**
- **A third of these will avoid flying completely and will holiday in the UK instead (31%) – over a quarter will be booking a last minute flight (29%) while one in five will cancel their summer holiday plans entirely (22%)^[4].**

Ash cloud fears continue to plague British holidaymakers who are still worried it will affect their summer holiday plans, according to new research from [InvisibleHand](#), the free to download online shopping tool. Despite news that the eruption at Iceland's Grimsvotn volcano is over, nearly three-quarters of British holidaymakers (70%) who intend to travel in the next four weeks are worried it will affect their holiday plans^[1].

And it's not just those with immediate plans to travel who are worried. Two years of disruption caused by ash clouds have taken their toll with almost six in ten holiday makers (57%) worried about booking flights this year because of the recurring problem^[2].

The biggest concerns for a quarter of British holidaymakers (25%) are that they will lose their money, get caught up in long delays or even end up stranded abroad^[2]. After a second year of disruption, just four in ten (43%) are not worried about an ash cloud affecting their holiday plans^[2].

One in ten holidaymakers (9%) are so worried about the risks, they are thinking of changing their holiday plans^[3]. Of these, a third (31%) will avoid flying altogether and instead holiday in

the UK while 29% will look to book a last minute holiday instead. One in five (22%) will cancel their summer holiday completely^[4].

Robin Landy, founder of [InvisibleHand](#) said: "Summer is already cancelled for some British holidaymakers as people continue to worry about the effect of the ash cloud. With last year's major travel disruption caused by Icelandic volcanic eruptions and this year's ash cloud bringing back memories, it seems British holiday makers are worried again about their holiday plans.

"The risk of losing money and facing big delays seem to be at the forefront of people's minds. The majority of Brits who intend to change their plans say they will avoid flying and holiday in the UK instead, or at least leave it to the last minute to book a holiday. Others will travel on Eurostar to try to guarantee a disruption-free vacation, or even cancel their summer holiday entirely.

"However, if people are still looking to make the most of their summer break, they should make sure they are paying the best possible price for their flights. Using a free online tool like InvisibleHand will take the hard work out of searching for the cheapest prices, automatically comparing all flights on the internet so you don't have to."

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

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Note to editors:

Please note: the correct way to write InvisibleHand is as one-word, with capitalisations at the start of both words

Research referred to in the notes below was conducted by Opinium Research on behalf of InvisibleHand in an online survey of 2,031 UK adults aged 18+ from 27th to 31st of May 2011. Results have been weighted to nationally representative criteria.

1. 70% of those planning a trip in the next month and 57% of those planning a trip in the next 6 months are worried that it (ash cloud) will affect their holiday plans.
2. Of those planning a holiday abroad this year, 10% are worried about losing money on a holiday because of disruptions to flights, 10% are worried about long delays and 5% are worried about being stranded abroad because of an ash cloud.
3. Asked if they were thinking of changing any summer holiday plans abroad because of the Ash cloud, 9% indicated they do expect to change their plans; 2% have already changed their plans, 4% are considering changing their plans, 3% are thinking of travelling later this year so will be keeping an eye on the situation.
4. Of those who indicated they were considering / had already changed their plans, the most common changes being contemplated are: avoiding flying and holidaying in the UK instead (31%), leaving booking to the last minute (29%) and not taking a holiday this summer or cancelling their summer holiday (22%).

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 1.8 million people and has already found savvy online shoppers over £62 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.