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## EUROPE SET TO BENEFIT AS HOLIDAYING BRITS SEEK TO ESCAPE ROYAL WEDDING FEVER

- Brits spend over £2bn on holidays to get away from the Royal Wedding<sup>[1]</sup>
- Over 2 million adults will be packing their bags over the bank holiday bonanza<sup>[1]</sup>
- Mass exodus – of those who will be holidaying almost 6 in 10 (59%) will be leaving the UK, while a further 7% are waiting to get a last minute deal<sup>[2]</sup>
- Europe is the top overseas destination followed by the US<sup>[2]</sup>.

As many as 2 million Brits will be heading away on holiday instead of watching the Royal Wedding<sup>[1]</sup> according to research from [InvisibleHand](#), the free to download online shopping tool. On average they will be spending over £1,000 to get away, with Brits collectively shelling out over £2 billion to escape the Royal Wedding and to take advantage of the extra bank holiday<sup>[1]</sup>.

Of those planning on getting away, just a third (34%) will be holidaying in the UK. Instead, six in ten (59%) will be heading overseas while 7% are keeping their options open in the hope of snapping up a last minute deal. Europe is the favourite destination for those leaving the Royal Wedding and these shores behind<sup>[2]</sup>.

### Top destinations for Brits escaping the Royal Wedding:

1. UK	34%
2. Europe	28%
3. US	8%
4. Asia	7%
5. Middle East	5%
6. Joint place: Africa, South America, Australia/New Zealand	3%
9. Far East	2%

Source: InvisibleHand

**Robin Landy, founder of [InvisibleHand](#), says:** "While the Royal Wedding is expected to attract visitors to these shores, the fact is that Brits will be shelling out over £2 billion to escape them. The Easter and Royal Wedding bank holidays are just too good an opportunity to take a hard-earned break and our research shows that at least 2 million people intend to take full advantage.

"If people are looking to jet off 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 by 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](http://www.getinvisiblehand.com).

**ENDS**

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**Note to editors:**

Research referred to below was undertaken in March 2010 with the uSwitch.com Consumer Opinion Panel with 1,405 adult respondents.

1. In response to 'Do you plan to watch the Royal Wedding?' 4.3% said they will be going away. 4.3% of 49.121m adults (2,112,203 adults) will be going away. Average spend of £1,086 calculated from responses to: 'How much will the break/holiday cost you (including fares, hotels/accommodation, spending money)?' £1,086 x 2,112,203 = £2,366,341,002.
2. Asked of those who said they were getting away: 'Where are you planning to go?' 34.4% said the UK, 27.9% said Europe, 1.6% said Far East, 4.9% said Middle East, 6.6% said Asia, 3.3% said Africa, 8.2% said North America, 3.3% said South America, 3.3% said Australia/New Zealand and 6.6% said not sure yet as they're getting a last minute deal.

**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 1.6 million people and has already found savvy online shoppers over £58 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from [www.getinvisiblehand.com](http://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.