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RIGHT ROYAL TURN OFF – BRITS SPEND OVER £1,000 TO GET AWAY FROM ROYAL WEDDING FEVER

- **Only a third of Brits are interested in the Royal Wedding (34%) – almost a quarter (22%) are already sick of hearing about it^[1]**
- **Brits spend over £2bn on holidays to get away from the Royal Wedding^[2] – over 2 million adults will be packing their bags over the bank holiday bonanza^[3]**
- **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^[2]**
- **Party poopers: just a quarter of Brits (26%) will be watching the Royal Wedding live – just over 1% intend to make a party of it while less than 1% intend to go to London to be part of the crowd^[3]**
- **Almost 7 in 10 Brits disagree with tax payers picking up any of the bill for security, policing and street cleaning (68%)^[4].**

The Royal Wedding is turning into a royal switch off for Brits, with only a third (34%) saying that they are interested in the forthcoming event^[1], according to new research from [InvisibleHand](#), the free to download online shopping tool. Almost a quarter (22%) are already sick of hearing about it while 21% are not bothered by the wedding but are grateful for the extra day off^[1].

As many as 2 million Brits will be heading away on holiday instead of watching the royal couple heading up the aisle^[3]. They will be spending over £1,000 on average to get away. This means that wedding weary Brits could collectively be shelling out over £2 billion to get away from the Royal Wedding and to take advantage of the bank holiday bonanza this April^[2].

Of those planning on getting away, just a third (34%) will be staying in the UK – 7% are undecided yet and are hoping to snap up a last minute deal, while Europe is the favourite destination for the rest (28%)^[5].

But whether staying at home or holidaying, the majority of Brits are not particularly keen on watching the actual wedding. Just a quarter (26%) will be watching the event live with 21% planning on watching it at home on TV. Just over 1% intend to make a party of it while under 1% intend to go to London to be part of the crowd suggesting that street parties may be a thing of the past^[3].

However, while Brits are uninterested in the wedding, they are interested in who is footing the bill. Almost 7 in 10 (68%) disagree with tax payers picking up any of the bill for security, policing and street cleaning. 21% point to the fact that the country is in the middle of a financial crisis, while one in ten (10%) think the money could be better spent. Over a third (37%) say that the royals should pick up the total cost of the wedding, just like any other family. Just 24% agree that tax payers should be picking up these costs as the event will be good for tourism and business, bringing much-needed revenue into the country^[4].

Robin Landy, founder of [InvisibleHand](#), says: “Wedding weary Brits are not only choosing to ignore the royal event but many are also escaping the UK altogether. While the Royal Wedding is expected to pull much-needed travel and tourism revenues into the country the fact is that Brits will be spending over £2 billion on leaving the country. For 2 million people the Easter and Royal Wedding bank holidays are just too good an opportunity to take a hard-earned break.

“With those who are going away spending over £1,000 on average, it’s important that they make sure they are paying the best possible price for flights to save themselves some vital cash. Using a free 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.

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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: ‘How interested are you in the forthcoming royal wedding between Prince William and Kate Middleton?’ 9.3% said really interested while 24.8% said fairly interested. These add up to 34.1% who are interested. 22.6% are indifferent, 21.2% are not bothered, but grateful for the extra bank holiday. 22.1% are already sick of hearing about it.
2. 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.
3. In response to ‘Do you plan to watch the Royal Wedding?’ 20.5% said yes they will watch it at home on TV, 0.7% intend to go to London to watch it, 3.7% will be watching it on TV with friends and 1.4% intend to make a part of it. These add up to 26.3%. 4.3% won’t be watching because they will be going away.

4. In response to: 'The Royal family and the Middletons will reportedly be paying for the wedding, but taxpayers are said to be picking up the costs of security, policing and street cleaning, which could run into tens of millions of pounds. Do you think tax payers should be paying for this?' 4.3% said yes as it's a great public event, 23.8% said yes as it's good for tourism and business, bringing money into the country, 3.7% said yes we should support the royal family. 21.2% said no we're in the middle of a financial crisis, 10.3% said no the money could be better spent and 36.8% said no every other family has to pay the total cost of their wedding, why should the royals be any different. These add up to 68.3% disagreeing with tax payers footing the bill.
5. 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 £53 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.