

## Winter Holiday Survey Reveals Surprising Results from UK Travellers

*Ski resorts and Christmas markets aren't enough to keep UK holiday-makers from their search for the sun.*

United Kingdom (PRWEB UK) 12 October 2016 -- A recent member survey from Simply Holiday Deals reveals that 90% of 216 respondents plan to leave the UK for sunnier shores, over the 2016/2017 winter holidays. The top winter sun destinations include the Caribbean, Spain and Greece. Full results can be found at <http://simplyholidaydeals.co.uk/travel-blog/what-are-your-holiday-plans-this-winter-20162017-survey-results/>.

The survey conveys a number of surprising results, such as an absence of interest for European Christmas markets and an overwhelming majority of members currently unconcerned with Brexit.

When questioned about whether or not the Zika virus deterred travellers from destinations such as Thailand, Barbados and Mexico, over 60% of people advised the mosquito-borne disease wasn't a factor.

Member surveys are conducted in order to provide UK members with personalised deals and travel guides, in order to inspire and guide holidays.

“It's really important to us that we know our audience and their preferences,” said Brian Jones, Managing Director of Simply Holiday Deals. “There are a tremendous amount of options in the market, so unless we take a minute and ask our membership base, we may be missing the mark when searching the web and hand-picking the best travel deals. As you can see from the survey results, our members clearly have preferences and we listen. By taking regular surveys we can take their pulse and see what trends are occurring on a seasonal basis in the UK holiday market.”

Simply Holiday Deals, <http://simplyholidaydeals.co.uk/>, is a comprehensive online travel destination, sourcing the best deals across the web for UK members. The company also provides travel guides, search options and advice to help travellers on their way towards safe, budget-friendly and happy holidays.



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