

The breakfast buffet for lunch, skimping on tips and fibs for cheaper admission

The confessions of cost conscious holidaymakers

www.iceplc.com

Sneaking food from the breakfast bar to have for lunch, not tipping, fibbing about their child's age and using the swimming pool at a better hotel without their permission are some of the top holiday money-saving tricks Brits have confessed to in a new survey.

The survey was commissioned by foreign exchange and prepaid currency card provider ICE (International Currency Exchange – www.iceplc.com) to mark the launch of the ICE Travellers Cashcard (ITC), a fee free prepaid currency card in Euros and US Dollars with 1% cashback on all purchases and a free emergency card if the first is lost or stolen.

38% take food from breakfast, 32% don't tip

The survey of 2000 people across the UK found that 38% of us have squirrelled away food from breakfast rather than pay for lunch. But more shockingly, 32% save money by not leaving a tip at bars and restaurants. 29% have used the mini bar in their hotel as a fridge for shop bought drinks and snacks rather than pay to eat or drink in the hotel facilities. Furthermore, 11% have lied about their child's age to pay less for admission at a theme park and the same number said they had taken advantage of the facilities at a nearby resort, acting as one of the guests, without seeking permission.

63% feel put off going on holiday because of the cost

With 63% saying they felt put off going on holiday because of the cost and £617 as the average amount of spending money people would allocate for a week's family holiday, Brits are resorting to an armoury of money saving tricks to make their money go further.

62% buy currency before they fly, to save costs

In addition to revealing the top cost saving confessions on holiday, ICE asked how people save before going away. The top money saving tactic used by 62% of respondents was to buy their currency in advance. 42% fly no frills and 36% avoid parking at the airport. And rather than book car hire as part of the holiday, 32% rely on local transport to save costs.

Tom Johnson, Head of ICE Plc Online Business said: "We can understand how holidaymakers often feel entitled to the food from the breakfast bar – we seem to be relaxing our British reserve as far as this cost saving trick is concerned but it was shocking to find out that tips are falling by the wayside in a bid to save money. "However, it's encouraging to see that buying currency in advance is voted as the top money-saving trick before you leave home. This can be done online, in branch or via a prepaid card such as the new fee free ICE Travellers Cashcard. This allows

travellers to lock in the rate to offer some budgeting certainty with the benefit of greater security than carrying cash.”

What have you done on holiday to save money?	%
Taken food from the breakfast bar to have for lunch	38.75%
Not left a tip at a bar or restaurant	32.20%
Used the mini-bar for supermarket bought alcohol / food rather than use the hotel	29.40%
Requested a free late check-out to keep the hotel room for longer	15.40%
Asked reception to book taxis/restaurants rather than incur an in-room phone tab	13.40%
Used facilities in a nearby resort, without their permission	11.65%
Lied about my child's age to pay less admission fee in a theme park	11.20%
Used the swimming pool at a better hotel without their permission	9.05%
Used the complimentary beach or town shuttle service for another hotel	7.65%
Pretended you were on honeymoon or it was your anniversary/birthday to get a room upgrade	5.55%
Left a bar or restaurant without paying	1.35%
Other	27.60%

Source: www.iceplc.com

What have you done to save money before going on holiday?	%
Buy currency in advance	62.10%
Fly no frills	42.45%
Avoid parking at the airport	36.30%
Choose self-catering accommodation	35.05%
Use local transport rather than hire a car	32.05%
Go all-inclusive	30.85%
Choose a destination where the cost of living is low	21.45%
Choose a destination where the Pound offers better value against the local currency	20.05%
Booked last minute and opted for a mystery hotel	8.95%
Other	13.30%

Source: www.iceplc.com

Are you put off going on holiday because of the cost?	%
Yes - most definitely	18.95%
Yes - a little	44.30%
No - I don't really think about it	19.60%
No - Not at all	13.85%
Don't know	3.30%

Source: www.iceplc.com

Survey conducted by OnePoll, March 2013, amongst 2000 consumers.

Ends

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For further press information please contact the ICE Press Office at HSL – Maddy Roles, Arran Fano or Alison Reeson on 020 8977 9132. iceteam@harrisonsadler.com

Notes to editors

International Currency Exchange (ICE) has been providing retail foreign exchange for over 40 years and today has over 300 locations in 20 countries, on four continents, conducting one transaction every six seconds.

Through its retail network, ICE offers a wide range of products and services to support the travelling public's requirements, including foreign currency and phonecards.

ICE's online products include commission free secure next day home delivery currency and the ICE Travellers cashcard, an innovative prepaid MasterCard® in £, € or US\$, which can be loaded with holiday spending money before travelling, allowing all the convenience of using a bank debit or credit card, but without the risks and charges sometimes associated.

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