Brits Work On Toned, Tanned 'Bods' But Prep For Packing Can Wait

Thursday 18 July, 2013

A survey of 16,500 holidaymakers conducted by leading online travel agent On the Beach, reveals Brits' extensive holiday prep procedures, as more than half hit the gym hard to tone tums, before jetting off abroad.

Of those, 35% claim to start workouts and diets up to six months before jetting off on their summer holiday, 13% start one month before and 11% resort to crash dieting. These pre-holiday work outs appear to have a lasting effect, as contrary to popular belief, more holidaymakers return from their break feeling like they have lost weight, rather than gained it.

A whopping 40% of holidaymakers feel the need to pre tan their torsos before hitting the beach, with 20% starting to build their base tan a month in advance. Results also show more Brits are opting to choose sunbeds rather than fake tan, with more than one in three opting for the latter, compared to one in four fake tanning.

Conversely, it's not just the ladies loving the bronzed look, as a quarter of men admit to using sun beds before heading abroad.

It would seem, the hard work Brits are putting in before their holidays to get toned and tanned torsos is paying off, with just 4% returning from their break feeling less confident than before.

Results also show that the lengthy holiday preparation doesn't stop with grooming, as 94% of Brits splash their cash on clothes and beauty products specifically for their holiday. In fact, one in four spend more than a whopping £150 on looking good for the beach.

However despite all the holiday hype, the majority of Brits leave arguably, the most important job to the very last minute. Surprisingly, a huge 56% of holidaymakers don't get round to packing their suitcase till the day before they depart.

Alistair Daly, Chief Marketing Officer at On the Beach, "It's clear from these results the days of pale beer bellies on the beach is long over, as Brits take great pride in feeling and looking good when away. We work very hard for our well-deserved holidays and the build-up is often just as exciting as the break itself, so by starting to prepare early it prolongs that great holiday feeling."

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