EasyJet Launches New Holiday Business aimed at shaking up the sector

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easyJet has today launched a new holiday business aimed at shaking up the sector with flexible, great-value holidays to handpicked hotels across Europe.

UK customers can book Europe's most loved hotels, together with any easyJet flight, on one platform. This will help to reduce the seven hours[1] holidaymakers spend on average searching for a holiday, according to research by the new holiday company.

easyJet holidays will offer lots of peak-time holiday availability and more weekend flying than anyone else. All holiday bookings will include 23kg hold baggage per person, offering great value and extra ease, especially with families in mind, and beach holidays will also include a transfer.

The business has been built to overcome the things that frustrate travellers the most. This includes the amount of time spent looking for good deals (25%), the added expense of travelling at preferred times (21%) and the lack of flexibility with flight times and dates (17%).

easyJet holidays customers will benefit from ultimate flexibility and can choose exactly how many nights they wish to stay thanks to the strength of the easyJet fleet and its flying schedule. The airline has more than 330 aircraft flying up to 670 routes a day to beach and city locations, resulting in great-value holidays, no matter the duration or time of year.

easyJet holidays is directly contracting hotels for the first time, giving holidaymakers the choice of staying at handpicked hotels. The range of high-quality hotels has been carefully selected by experts, with bespoke collections carefully designed to suit every holiday type. The beach collections include 'Luxury', 'Adult', 'Family' and 'Undiscovered', for authentic accommodation off the beaten track. For city breaks, the hotels will be highlighting 'Luxury' and 'Boutique' collections. Customers can choose from over 5,000 hotels across more than 100 destinations.

The business has also introduced new technology to ensure a quick and seamless customer experience, including integration with easyJet's app and a completely new website. The new website also features advanced mapping technology, meaning customers can explore a city or resort or start to plan their trip before they book. Key points of interest and walking routes from chosen hotels are highlighted - together with new itinerary guides for a selection of cities - so that customers can start to make the most of their holiday before they travel. The website will also feature TripAdvisor ratings, following research showing that holidaymakers trust these reviews over anything else (40%) when it comes to choosing which hotel to book. It will also use AI to learn and personalise the experience for customers.

Garry Wilson, Chief Executive of easyJet holidays, said: "*easyJet has been a pioneer in transforming travel for almost 25 years and we want to bring that to the holidays sector. "We know the way people travel is continuously evolving; we know customers want flexibility on when and how they holiday; we know customers want flexibility on when and how they holiday; we know they want to be able to easily pick a hotel to suit their needs and we know they want a hassle-free booking process. We're really excited to help meet these needs with the launch of our new modern and relevant holidays business.*

For more information on the launch of easyJet holidays' new offering or for inspiration for your next holiday, visit:www.easyjet.com/en/holidays

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Notes to Editors

For more information, interview requests or imagery, please contact the team on either

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About easyJet holidays

easyJet holidays offers great-value beach and city holidays to more than 100 destinations across Europe. The ATOL-protected holiday company combines easyJet's flexible flight programme, handpicked hotels

and best-in-class technology to provide hassle-free personalised holiday experiences.

With transfers included on beach holidays, 23kg hold luggage included as standard on all bookings, and over 5,000 hotels, across over 500 resorts, in over 100 destinations, easyJet holidays allows customers to holiday the way they want.

Research methodology

easyJet holidays conducted a nationally representative survey with Opinium of 2,003 18+ year olds between 4th - 9th October 2019.

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