Jet2holidays Forecasts the Nation's Feelings for Blue Monday

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A mood map of the UK has been released today, revealing that people across the Midlands are in need of a bit of sunshine this Blue Monday.

In fact, as a new survey shows, the region's feelings forecast for January has been deemed as 'rainy' by 27% of local residents who are feeling 'down in the dumps'.

This unique mood map is based on research conducted with over 2,000* UK folk by package holiday specialist ***Jet2holidays***. Over half of those polled compare their January mood to rain or cloudy weather, whilst just 5% claim to feel sunny.

The most popular causes for feeling blue include the cold and wet weather, darker nights with reduced sunshine and bank balances being left worse for wear after the party season. The feeling of having overindulged in food and drink and having nothing to look forward to also make the top five challenges to a brighter outlook.

However, despite today being labelled as one of the most depressing days of the year, 48% of people are determined to do something positive. Almost a quarter (25%) will be treating themselves to something nice, while one in three (33%) will plan something fun with their loved ones to help lift their spirits. More than a fifth (21%) will book a holiday to cheer themselves up.

Jet2holidays is also hoping to spread some happiness with a range of 'Blues Busting' activities this January. To celebrate its **BIGGEST EVER**holidays programme for summer 2016 not only is it giving away thousands of pounds worth of holidays plus offering £100 per person off all its breaks, it has also created some fun mood boosting packs to bring a smile to the stormiest cities!

Dr Rebecca Spelman is working with ***Jet2holidays*** on its special sunshine project this January. She said: “With the festive season a distant memory it's understandable that people may be in need of a little extra pick me up this month, especially today, which is officially the most depressing day of the year. But we don't want people to wallow and the good news is there are lots of things you can do to help beat the blues. For some people it's snuggling up to watch their favourite film or treating themselves to their top takeaway. Others benefit from doing something proactive such as signing up for a course or booking a sunshine break. Whatever it is that provides that all important pick me up, Blue Monday is the perfect excuse to give yourself something to look forward to.”

Steve Heapy, CEO of ***Jet2.com*** and ***Jet2holidays***, said: “We conducted this survey to see how the nation was feeling this January and to help find ways to bring a little sunshine to those feeling under the weather – something we specialise in here at ***Jet2holidays***!

“For two thirds of people, having a beach holiday to look forward to will help them feel motivated. This is reflected in the fact that January is our busiest time of the year for holiday bookings. We take great pride in offering a range of great value breaks to 51 dream destinations. And with 2016 being our biggest summer yet, with our first flights jetting off to brand new destinations Girona (Costa Brava) and the Amalfi Coast I'm sure we will continue to put smiles on our customers' faces!”

Top 10 Blue Monday busters most likely to cheer people up:

1. Eating chocolate

2. Meeting up with friends and family

3. Having a nap or enjoying some rest and relaxation

4. Exercising

5. Singing and dancing
6. Chilling out with a box set or reality TV

7. Sharing hugs and kisses with loved ones

8. Booking a holiday

9. Going on a shopping spree

10. Cleaning the house!

For holiday inspiration and to take advantage of ***Jet2holidays***' 'Blues busting' offer of £100 per person off its package holiday breaks visitwww.jet2holidays.com. Also check out @jet2tweets andwww.facebook.com/jet2 for a range of mood boosting tips and holiday giveaways.

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