

eulogy!

CLIENT	G2 Data Dynamics
DATE	11 <sup>th</sup> November 2008
UNIQUE USERS	13,623



### Green issues 'ignored by holidaymakers'

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[Mark Lewis](#)

Holidaymakers are shunning environmental concerns when booking their holidays, according to research by G2 Data Dynamics.

In a poll of 1,000 Britons, the researcher found that 55% of respondents had zero environmental considerations when booking holidays.

However, 22% now prefer to only take UK-based trips and 12% of respondents claim to have reduced holiday travel overall as a direct result of environmental concerns.

A handful of people have adopted specific green holidaying strategies: 4% no longer make domestic flights and 3% do not fly abroad, choosing to travel by rail, car or ferry. Meanwhile, 3% ensure their destinations, such as hotels, have environmentally friendly values. But only 2% say they take the carbon offsetting option when making a holiday flight abroad.

