

Home is where the heart is - Brits are choosing the comfort of home over travel this festive season

Europcar survey finds driving remains key for festive gatherings

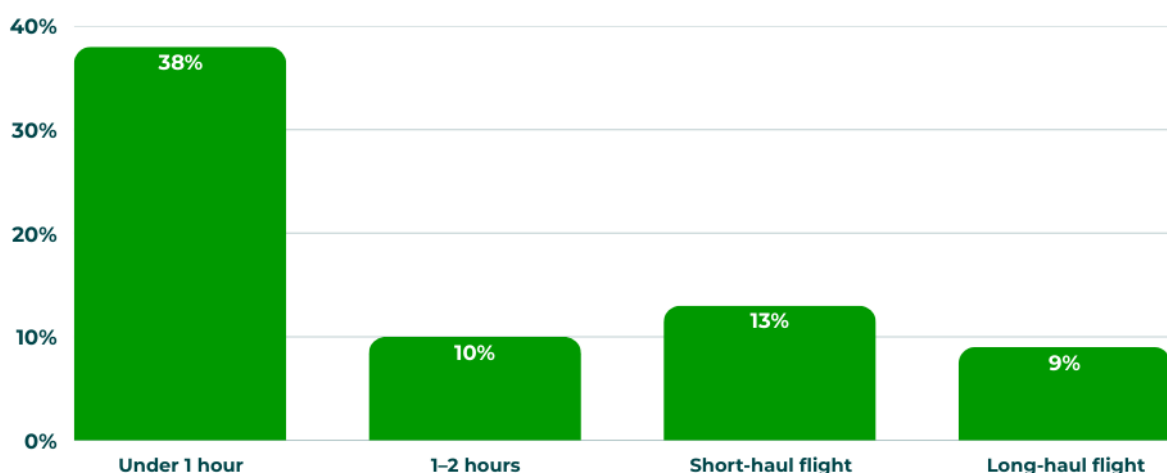
With Christmas just x days away, ¹new research from Europcar has found that most Brits will be staying close to home and celebrating with a small family group this festive season. One in five would be willing to catch a flight to visit friends or family over Christmas, but most would prefer to stick to visiting those within driving distance.

Key findings

- 82% of Brits will spend Christmas 2025 at home rather than going away
- 2 in 3 are planning a small family gathering for the Big Day
- 22% would be happy to catch a flight to visit family or friends over Christmas – but for most, the car remains the preferred option
- 16% will sing along to Christmas tunes to survive the car journey

Of those who would drive to connect with friends and family, 40% were willing to spend a couple of hours on the road, with 38% preferring to travel for less than an hour. Only 13% said they would get a short-haul flight, with barely 1 in 10 saying they would get a long-haul flight.

HOW FAR ARE YOU PREPARED TO TRAVEL THIS CHRISTMAS?



"Christmas is about spending time with loved ones, and for many driving is the easiest way to make that happen," commented Sarah Clarke, Senior Consumer Marketing Manager for Europcar Mobility Group UK & Ireland. "And renting a larger vehicle can help make longer

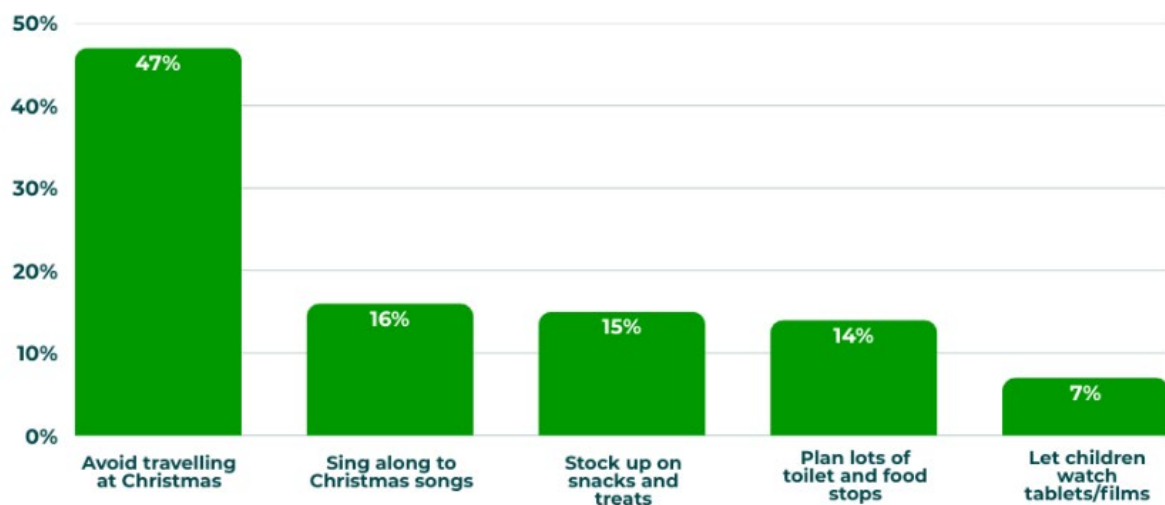
journeys more comfortable, so that everyone has the space they need even when the car is fully loaded with people, presents and luggage. No one wants a two-hour drive with a suitcase under their feet, and someone else's presents on their lap."

Making rental even more convenient, Europcar can deliver and collect the vehicle to and from a home address, so that festive travellers don't need to squeeze yet another outing into the already packed diary.

"Of course, the thought of driving in the Christmas traffic can fill many with dread," added Sarah Clarke. "However, planning ahead can help reduce the stress. Simple steps like planning the route and stops, packing snacks and prepping a playlist that caters to the tastes of the whole family can stop the drive from becoming a motorway nightmare and avoid the repeated 'are we there yet' question."

While almost half of those surveyed avoid travelling over the festive period, 16% of those who do drive will pass the time by singing along to Christmas songs. Having plenty of snacks on board is a priority for 15% and regular toilet and snack breaks are scheduled by 14%. Perhaps surprisingly, just 7% rely on the kids having screentime to get them through the journey.

WHAT ARE YOU MOST LIKELY TO DO TO SURVIVE THE CHRISTMAS CAR JOURNEY?





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Notes to Editors

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