



For Immediate Release

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Holiday Extras tells UK flyers to 'play it safe' with long journeys

Unnecessary stress blights early morning and late flights for 45% of fliers

Arriving late or missing flight is top cause of anxiety (37%)

Early/late flights are the UK's No 2 hate – airport processes is No 1

Following the Government's warning that a fifth of accidents on major roads are caused by tired drivers, Holiday Extras (www.holidayextras.co.uk) is issuing an appeal to UK families and business travellers alike to play it safe, particularly where early and late night flights are concerned.

According to Holiday Extras' independent research, 64% of us still drive to the airport and risk driving tired, putting our safety at risk as well as blighting journeys with unnecessary stress. Flying is often only half the journey; many people travel on UK roads for just as long as their flight will take.

According to government statistics, tiredness is considered to claim more lives on our roads than alcohol. Day rooms at hotel airports provide a chance to catnap or just relax for a few hours and are an excellent solution for families with young children, those with elderly companions, business travellers or anyone embarking on a long journey that will tire and tax them.

Holiday Extras has published a [seven step plan](#) with simple advice to help air travellers eliminate unnecessary stress and tiredness that can blight their travel

Matthew Pack, Web and Marketing director at Holiday Extras, says: "The cost of staying in a hotel overnight or in a day room for a few hours is negligible when you consider the expense of the holiday or business trip in total. For business and leisure travellers it's wise to play safe and get your journey off to a relaxed, stress-free start. The widespread availability of pre-booked parking, airport hotels, and day rooms offers an instant remedy to the problem."

Matthew continues: "Anyone who's travelling across multiple time zones should take special care; our research shows that jetlag can have a noticeable impact or actually 'ruin the start of a holiday or business trip' for 28% of us."

Almost half the UK's travellers agree that unsociable flight times are stressful and 50% of travellers admit to being 'rushed, stressed and worried' in the hours before a flight. The most common anxiety is the fear of being late or missing a flight (37%) whereas only 22% were worried about delays or lost luggage (20%).

The research surveyed 1,000 UK adults who had flown abroad at least once in the last year and was conducted by The Leadership Factor and took place in December 2007. YourSayPays is a research panel operated by The Leadership Factor, the UK's leading source of customer satisfaction data.

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