

Flying & Holidays

The Travel Experience

A snapshot of the entire holiday experience from start to finish, including the state of the UK's airports, whether people actually like flying, if we can switch off and what we are posting on social media while away.

UK Airports

How do they rank? ...**3**

The Airport Experience ...**4**





General Cleanliness

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



The Check-In Process

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Speed of Immigration

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



WiFi Access

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Shopping

Top 3

- 1. Manchester
- 2. Heathrow
- 3. Glasgow

Bottom 3

- 13. Bristol
- 14. Cardiff
- 15. Luton



Friendliness of the Staff

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Baggage Reclaim

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Bar & Restaurant Selection

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



The Toilets

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Family-Friendly Facilities

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



The Airport Lounge

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton



Speed & Ease of Security

Top 3

- 1. Newcastle
- 2. Edinburgh
- 3. Glasgow

Bottom 3

- 13. Heathrow
- 14. Gatwick
- 15. Luton

Do you like being at the airport?

I love being at the airport



I don't particularly like or dislike being at the airport



I hate being at the airport



None of the above



To what extent do you agree with the following statement: 'I find the airport experience very stressful'

10% "Strongly agree"

34% "Slightly agree"

25% "Neither agree nor disagree"

20% "Slightly disagree"

11% "Strongly disagree"

What do you enjoy most about the airport experience?



34%
Getting a bite to eat



33%
Shopping



24%
Bar



20%
Plane spotting



19%
Reading



18%
Don't enjoy the experience



17%
Free samples in duty free



11%
Browsing internet



10%
Airport lounge



6%
Other

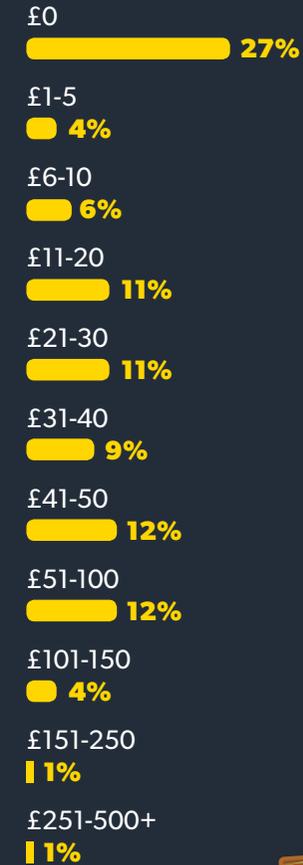


4%
Finding romance

What do you enjoy least about the airport experience?



On average, how much do you normally spend on duty free shopping at the airport?



£41

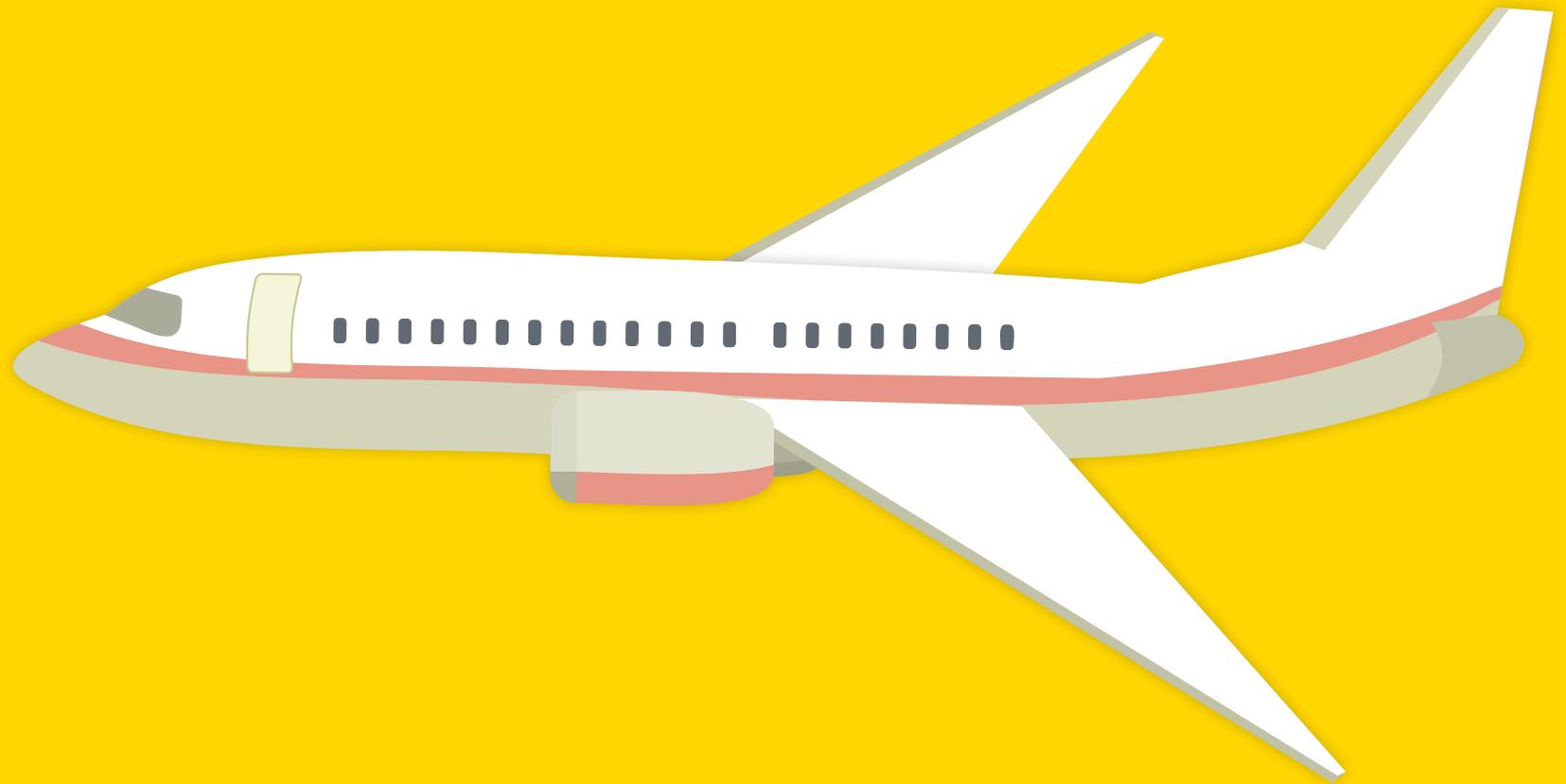
is the average spent on duty free shopping



Flying

What do you enjoy the most/least? ...**7**

Flying Preferences ...**8**



What do you enjoy most about flying?



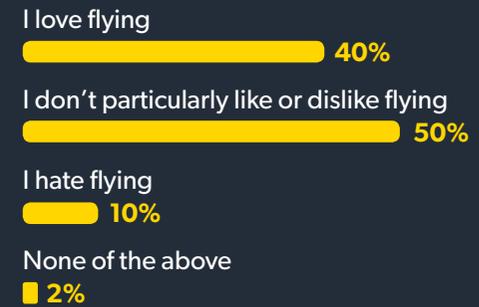
- 4. In-flight entertainment 18%
- 5. Nothing 16%
- 6. In-flight meals 14%
- 7. The alcohol 14%
- 8. The airport facilities 14%
- 9. Being uncontactable for a few hours 12%
- 10. Duty free shopping on-board 9%
- 11. Catching up on sleep 8%
- 12. Chance to make a new friend 4%
- 13. Other 4%

What do you enjoy least about flying?



- 4. Other passengers 27%
- 5. Taking off and landing 19%
- 6. Feeling dehydrated 18%
- 7. In-flight meals 14%
- 8. Airport experience 14%
- 9. In-flight entertainment 10%
- 10. Being uncontactable for a few hours 10%
- 11. Unfriendly/unhelpful cabin crew 8%
- 12. Nothing 7%
- 13. Not being able to smoke 6%
- 14. Not being able to visit the pilot 3%

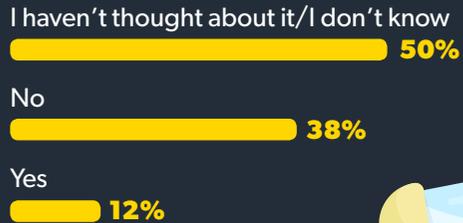
Do you like flying?



Have you ever missed a flight?



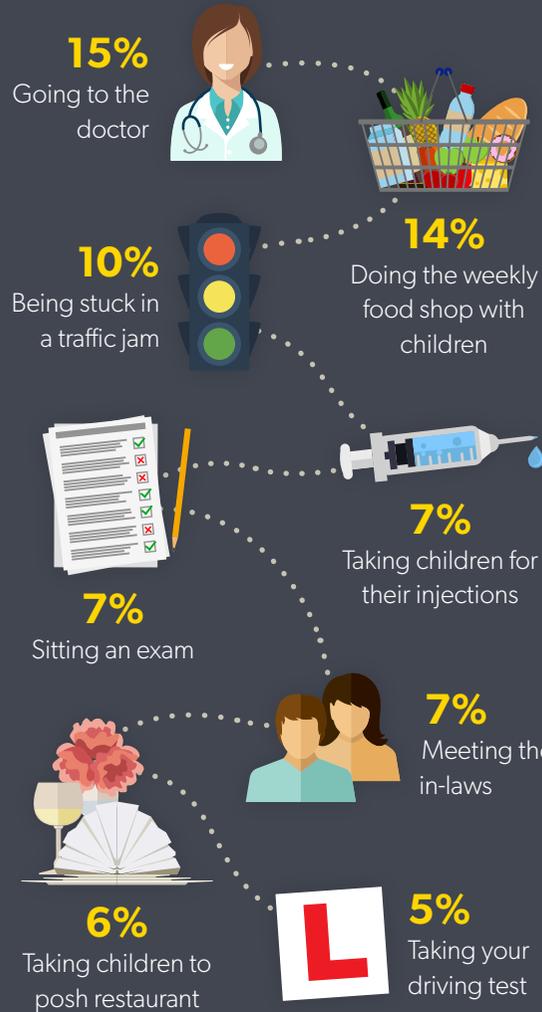
Are you concerned about the levels of salt and/or sugar in airline meals?



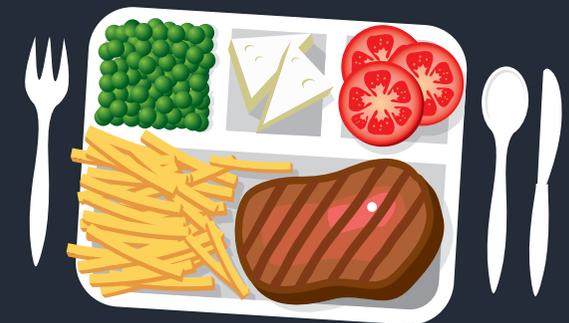
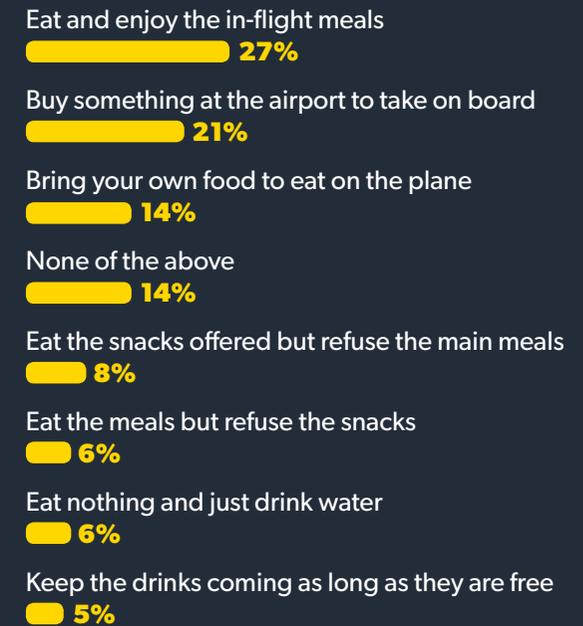
On a long-haul flight (5hrs or more), which of the following would you be prepared to sacrifice to get cheaper airfares?



What things do you find less stressful than flying with your children?



When it comes to in-flight dining, which of the following do you do most often?



Overseas Holidays

A Stressful Time ...**10**

Holiday Mode ...**11**



Have you ever been on holiday?

Yes, both abroad and in the UK



Yes, abroad only



Yes, UK only



No



9 in 10

has been on holiday either in the UK or abroad



What do you find most stressful when going on an overseas holiday?



The airport experience



33%

Getting to the airport



32%

Saving up/ paying for it



28%

Packing



22%

Researching the holiday



19%

Tying up loose ends at work



17%

Getting post-holiday blues



14%

Getting from airport to hotel



13%

Flying



11%

Finding pet care



10%

Nothing

Which of the below statements about working on holiday best applies to you?



At what point do you feel you are in "holiday mode"?



How long do the positive effects of your holiday last once you return home?



Social Media

Posting While Away ...**13**

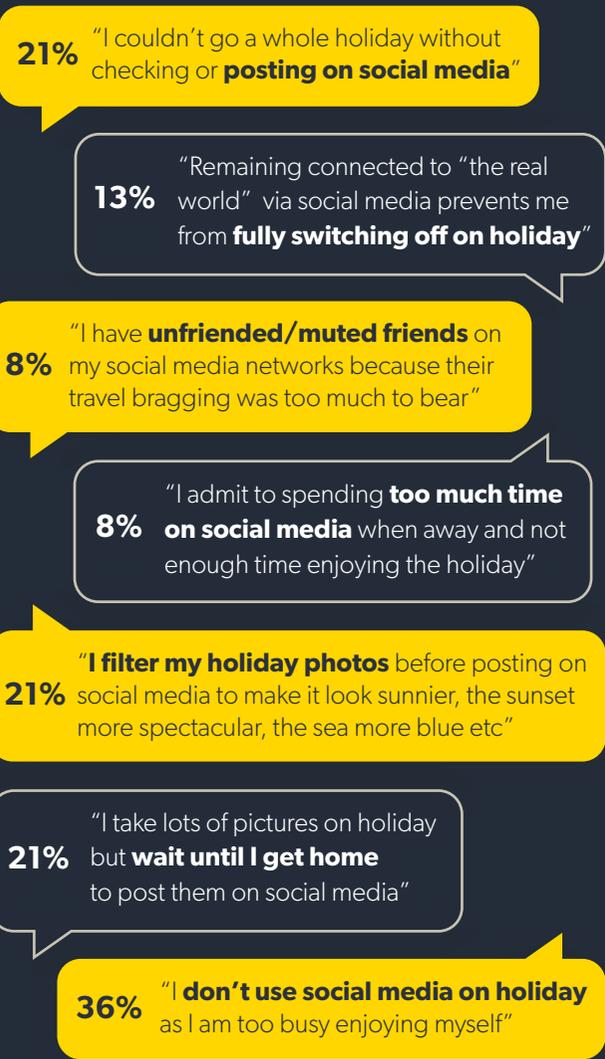
Travel Brags ...**14**



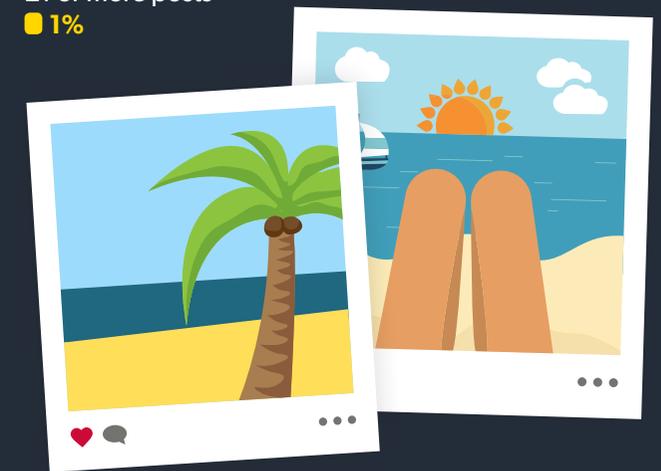
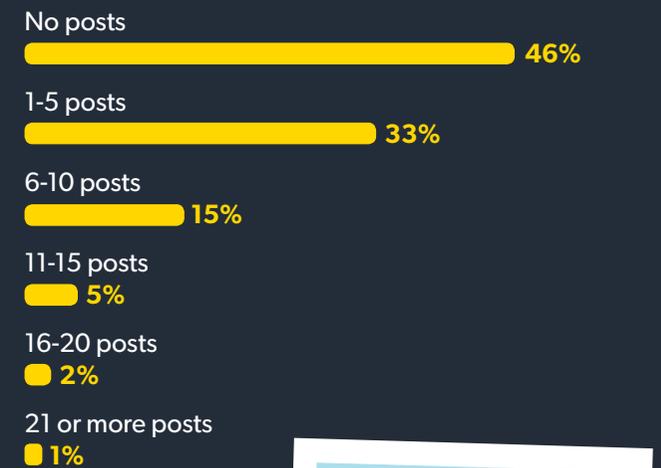
When do you start posting on social media about your holiday?



Which of the following statements apply to you?



How many times during an average week-long holiday do you post on social media?



3 posts
is the average over a week-long holiday

Which social media "travel brags" do you find annoying? Which are you guilty of posting yourself during or after your holiday?

- Countdowns
"OMG 21 days to Majorca #excited"

 20%
 4%
- "The office today"
Normally a shot of a beach/pool/balcony

 18%
 6%
- Hot dog legs
Are those tanned legs or two hot dogs?

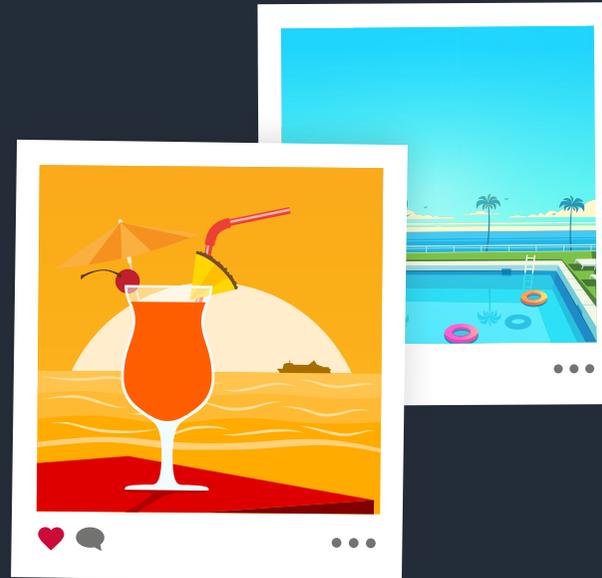
 17%
 6%
- Holiday hashtags
#holiday #sunshine #tan #globetrotter

 15%
 4%
- "We're off!" posts
Packed luggage shot, airport selfie

 15%
 11%
- Weather forecast
Look it's going to be 100°C!

 15%
 10%
- Cocktail at sunset
Look at my drink, you don't have a drink do you?

 14%
 14%



- "Travelling in style"
Photo of boarding pass, check in or seat etc

 12%
 4%
- Pictures of wine glasses
Having a drink with friends, while on holiday!

 10%
 9%
- Beach bodies
You've worked hard all year, time to show it off

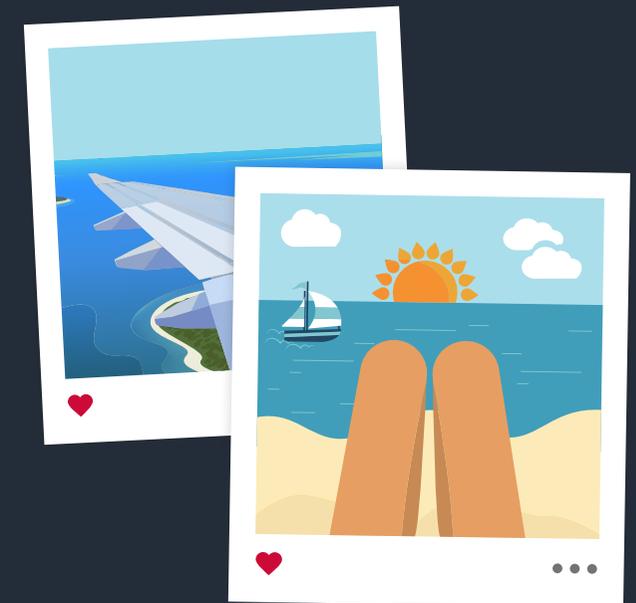
 9%
 3%

- Cultural misappropriation
Friends wearing a sombrero, Rastafarian wig hats, etc

 9%
 2%
- Infinity pool
WOW! The pool looks so tranquil...

 9%
 7%
- Pictures of sun tan lines/sunburn
Looking more and more like a lobster?

 9%
 4%



14. Feet in the sand
Beach time!



15. Holiday tattoos
Never a good idea...



16. Mouth-watering meals
Exploring the local cuisine?



17. Writing in the sand
One way to get around the character limit



18. Picture of aeroplane wing over coastline
Look at us going on holiday!



19. The size/standard of the hotel room
My room is bigger and better than yours



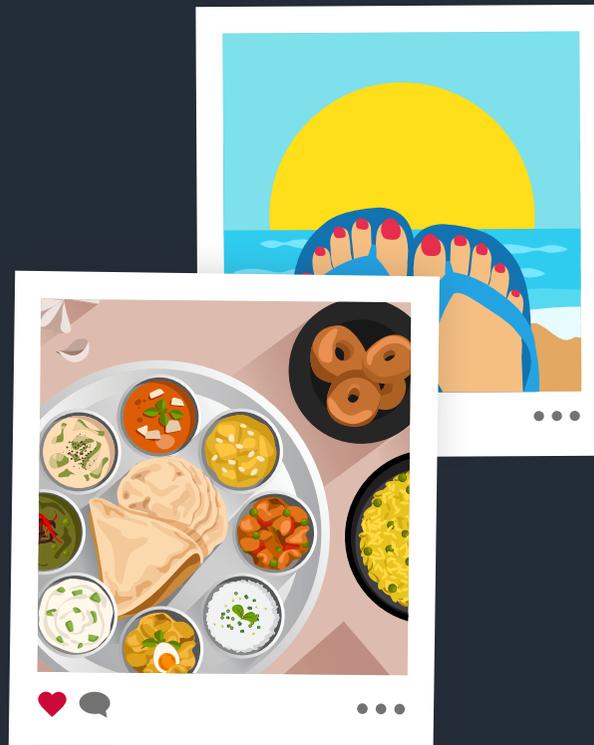
20. Picture of amazing experiences
Such as swimming with dolphins



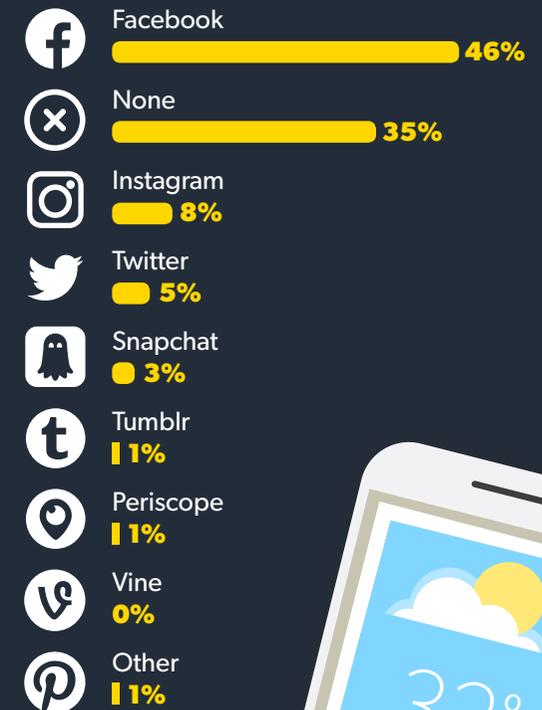
21. Arty vista
Professional photographer are we?



22. Child eating ice cream
Even the kids are having a good time!



Which is your favourite social media platform to use on holiday?



Survey of 2,550 UK adults who have flown in the last year commissioned by Cheapflights and conducted by OnePoll, in accordance with the Market Research Society code of conduct.

Cheapflights 