

Survey reveals Brits still spending on holidays

London, 22nd September 2011 – [Madbid](#), the leading pan European pay-to-bid Interactive Social Auction site, reveals that despite the financial pressures exerted by the current fragile economy, many of us are still spending money on holiday-related preparations.

Although Brits are spending less on holidays this year with more people choosing to stay in the UK, rather than travel abroad*, the survey conducted by [Madbid](#), shows that many holiday-makers are still spending a large part of their income on holiday preparations. Almost two-thirds of those interviewed admitting to buying new clothes for holiday and almost a quarter will buy a whole new wardrobe. Additionally, many are prepared to splash out on pre-trip beauty treatments to get ready for their holiday, with 55% spending money on waxing treatments and 17% paying for fake tan applications prior to setting off.

Although spending on actual holidays has decreased, it is still no wonder many of us come back from holiday feeling the pinch. Around a quarter of those interviewed will eat out every mealtime whilst on holiday with only a slim 2% organising self-catering. And it's not just food that money goes on, but alcohol too, with almost a third admitting to drinking more than usual on holiday. No wonder then that over a third put on at least seven pounds on holiday.

"The recession may have officially ended but many people still have to tighten their belt." Says Juha Koski, Managing Director at Madbid.com *"Madbid.com is an alternative way to save money. As an interactive social auction site it offers users a unique, fun and secure way to shop. Users can buy or bid on over 1,600 different premium products, get great travel-related technology products like the [Kindle 3G for £0.31](#), an [Apple iPad for £2.52](#) or even a [Panasonic Lumix 14.1 MP Camera for just £12.05](#)*

-Ends-

Survey

The report surveyed 1669 internet users to look at the impact of the economic slowdown on consumers' holiday spending habits.

* <http://www.mintel.com/press-centre/press-releases/746/mintels-british-lifestyles-report-reveals-consumer-reaction-to-the-age-of-austerity>

About Madbid.com

Founded in the UK in 2008, Madbid.com is the leading Pan European pay-to-bid Interactive Social Auction platform, operating in seven European countries including Italy, Germany, Spain, Sweden, Finland and Ireland as well as the UK and is continuing to successfully expand into other territories, including South America, as a white label offering as MrBidoo in April 2011. It has over 1,600,000 active users, almost 1,000,000 unique visitors per month and over 171,000 completed auctions.

This unique and innovative platform allows users to bid on over 1,600 different premium products such as laptops, iPods, TVs, cameras, health and beauty products, houseware furniture, cars and more. MadBid offers customers an exciting shopping experience with a twist where users can buy a range of desirable consumer goods by placing bids through the site and save up to 87% on RRP.

Website: <http://uk.madbid.com/>

Facebook : <http://www.facebook.com/MadBid.Auctions>

Twitter: <https://twitter.com/madbid>

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