

BRITISH HOLIDAY MAKERS SWITCH OFF TO SAVING THE PLANET

A surprising 45 per cent of British holiday makers switch off from going green on their travels and take no steps to help the environment, according to a new survey out today.

The findings* from electronics retailer, Maplin, to launch National Solar Week, reveal that although people are increasingly adopting energy saving measures in the home – thinking about the state of the planet is the last thing on our mind, when getting away from it all.

Nearly a third (29 per cent) believe the environmental cost of their trip away should be covered by the overall cost of their package holiday, travel or accommodation.

A further 30 per cent only think about protecting the environment when at home, whilst 78 per cent of holiday makers believe there is not enough advice or information available to those who want to green when travelling.

To make matters worse, Brits are increasingly cramming more and more gadgets into their suitcase, with 85 per cent packing a digital camera and 26 per cent squeezing a laptop into their baggage. A further 56 per cent take a pocket TV on their travels, whilst 80 per cent can't leave home without their mobile.

Only one in ten people (12 per cent) claimed they find it difficult or inconvenient to save energy when travelling.

And with 33.6** million British holiday makers set to travel this year, millions of watts of electricity could be saved, if each traveller uses just one solar charger to power their iPod, mobile phone or camera during their typical 10 day trip. This figure alone, does not account for the millions of pounds worth of energy and thousands of tonnes of CO2 which is wasted by mobile phones being unnecessarily left to charge – energy which could be saved, back in the hotel.

David O'Reilly, marketing director at Maplin, said "Although surprised by our findings, they certainly support the view that millions of us do switch-off from thinking about the environment, when jetting off to sunnier climbs or holidaying at home.

"National Solar Week is therefore designed to encourage more people to adopt a few simple eco-lifestyle changes when on holiday, so that collectively we can all make a real difference to the future of the planet."

Maplin is today launching National Solar Week (June 16-22) to provide information, tips and guidance on the latest solar technology and prove that going green when travelling, needn't be a chore. Further information available at www.maplin.co.uk.

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*Independent online survey of 1,273 people conducted by Maplin

**Statistic provided by VISA UK

Media enquiries: For more information, please contact Holly Oldroyd at Brahm PR at h.oldroyd@brahm.com / 0113 22 00 508 or Chris Hughes at c.hughes@brahm.com / 0113 220 0626.

Notes to Editor

Maplin is the UK's biggest and best specialist retailer of consumer electronics. Its national network of 150 stores in the UK and Ireland are a goldmine of useful consumer technologies and gadgets.

With over 14,000 different products Maplin sells everything from MP3 players and Sat Nav systems, to digital cameras and Wi-Fi connectors, across the broad categories of Sound & Vision, Computer, and Hobbies & Electronics.

As the specialists in consumer electronics, Maplin is proud to offer the best and most informed customer advice on the high street. Its team of over 2000 customer service staff help thousands of customers make informed choices about technology purchases each and every day; from technology enthusiasts, to complete novices.

Launched by two technology enthusiasts in 1972 who were frustrated by the lack of good quality electronics components, Maplin quickly became the experts' choice, with a reputation for the best product range and expertise. Though the company has grown massively since launching over thirty years ago, its reputation as the UK's only true experts in consumer electronics is still at the heart of Maplin today.

Customers can purchase from Maplin at 150 stores in the UK and Ireland, the Maplin catalogue, order over the phone on 0870 429 6000, or by logging on to the website at www.maplin.co.uk.