



Phone home!

Alamo survey reveals that 84% of Brits won't leave home without their mobile phone

www.alamo.co.uk

Holidays are a chance to escape from the stresses and strains of every day life. But in a survey of its customers, Alamo Rent A Car - the world's leading leisure car rental company - has found that Brits can't bear to be parted from their electronic gadgets.

In a survey of over 300 customers, 84% admitted that they wouldn't holiday without their mobile phone. Not only that, when asked what items were *absolutely* essential to take on holiday, the mobile phone was voted as much of a necessity as a camera with the same percentage (40%) choosing one or the other!

Even more staggering was the 38% who said they always take their laptop on holiday - suggesting either a reluctance to let go of work responsibilities by the traveller or an expectation by the employer that their staff should stay in touch while on holiday.

MP3 players are also popular – 44% wouldn't leave home without one. A further 14% take their games console on holiday with them and 7% a mini DVD player.

Amy Dorrington, Marketing Director for Alamo Rent A Car said: said, "Staying in touch is crucial for many of us – whether it's with home or work - so it's understandable that so many of us take our phones away with us. But if work spills over into holidays, the chance to really relax and enjoy the break becomes more of a challenge. It's also interesting to see that it's not just music, but movies and games as well, that keep us occupied while abroad. It's clear that Brits abroad are keen to keep boredom at bay!"

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March 2009

About Alamo Rent A Car

Founded in 1974 and headquartered in St. Louis, Alamo Rent A Car is a service and value-oriented, internationally recognised brand serving the daily rental needs of leisure travelers worldwide. Alamo offers low rates, all-inclusive products and a hassle-free customer experience at the most popular travel destinations around the globe. A global strategic alliance with Europcar makes it part of the world's largest car rental network.

A technology innovator and industry leader, Alamo launched the industry's first real-time Internet booking engine in 1995 and the industry's first and only online car rental check-in system in 2005. Alamo currently operates 159 self-service kiosks at 65 US locations earning the company the "Extra Mile Award" from Budget Travel magazine in 2007.

Alamo is the official rental car partner to Walt Disney World® Resort and Disneyland® Resort.

Booking car rental is easy at www.alamo.co.uk. Designed specifically for UK travellers, www.alamo.co.uk allows customers to book car rental anywhere in the world in four simple steps.

For further press information please contact Margot Tomkinson or Alison Reeson at HSL, Churcham House, 1 Bridgeman Road, Teddington, Middlesex TW11 9AJ. Telephone: 020 8977 9132. Fax: 020 8977 5200. email:alamoteam@harrisonsadler.com
