

Press Release: 5th August 2005

SUN, SEA & SEX ... A TURN-OFF FOR SINGLE BRITS
91% of Britain's 15 million singles say "no" to the singles holiday-

According to new research by PARSHIP.co.uk, the UK's first compatibility-based online dating service, specifically for people who want a serious relationship, Britons 15 million singles are turning their backs on the traditional sun, sea and sex "singles holiday".

Why, exactly? Because the thought of a week's holiday with group of strangers looking for love over a jug of sangria is increasingly seen as a turn-off!

Of the 2,245 singles polled by YouGov on behalf of PARSHIP.co.uk, only one in ten (9%) people - 8% of women compared to 10% of men - said that they would ever consider going on a singles holiday to find romance. In fact, 60% of Britain's singles said that they would prefer to stay at home, perhaps fearing that the singles holiday experience would be so stressful that they'd need a two-week break just to get over it.

Even amongst fun-loving 18 to 30's, only 6% would consider taking a singles holiday, instead preferring to holiday with friends. Londoners, 23% of whom are single, are the most likely to book a singles holiday, with the Scots the least likely at only 3%.

Four out of ten singles (37%) claimed to be so peeved by beach resorts full of families that they would avoid them at all costs. 11% could not find an unattached friend to go away with and vacationing with family and couples was not an appealing option, while 9% would prefer to take an independent holiday out of season. Yet for those 7% who would be happy to vacation alone, extortionate single supplements lie in wait.

Tony Blin-Stoyle, manager of PARSHIP.co.uk:

"Every summer an estimated 18 million Britons pack their bags and head for sunnier climes, taking two weeks out from their busy schedules to forget the stresses and strains of everyday life. With 15 million singles in Britain, it's about time that the holiday industry woke up to the needs of this sizable section of society. Clearly singles don't want the stereotypical singles holiday, but at the same time they don't want to be penalised for their status."

Dr Victoria Lukats, a psychiatrist with a special interest in relationships commented:

"Singles holidays as a method of meeting potential partners may work for some, but will be unpopular with others for a variety of reasons. Besides the cost and using up

two weeks of valuable annual leave, many people would find the prospect of going on holiday alone or with strangers quite daunting. In the past there may also have been some perceived social stigma attached to singles holidays. This might also have applied to traditional dating agencies, but it seems this is changing with the advent of the internet and online dating services.'

PARSHIP.co.uk is the UK's first compatibility-based online dating service, specifically for people who are serious about forming a lasting relationship. PARSHIP.co.uk is the British subsidiary of Europe's largest and most successful serious online dating service, now with over one million members, predominantly affluent, educated men and women between 28 and 55 years old. Since its launch in Germany in 2001, PARSHIP has matched thousands of single people who are serious about forming a long-lasting relationship.

The first step is an 80-question psychometric test, which is free of charge and takes about 20 minutes. The results of the test create a fascinating profile of each member's personality. Using methods based on years of scientific research, this profile is then carefully matched with the profiles of other members whose balance of similar and complementary characteristics marks them out as a potential partner for the new member. Research suggests that people are *twice as likely to form a lasting relationship* with PARSHIP's help as they are through any other method.

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