



Europeans Can't be Without their Phones

29 July 2005, UK A recent European-wide survey commissioned by TomTom, Europe's leading personal and in-car navigation solution provider, found that the mobile phone and city guides are the first thing into the suitcase when travelling abroad. Over 69% and 58% respectively, of Europeans were united in their choice of their 'essential' items.

Interestingly, the survey reveals that Italians and Belgians are not the best suited when it comes to packing for that all important holiday. Over 17% of Italians would rather pack their slippers than sexy underwear, compared to 17% of Belgians who would rather opt to impress their partner over making sure that they have the right footwear.

It seems that when it comes to personal grooming the Brits (18.6%), Dutch (16.7%) and Italians (12%) all believe in looking good for that weekend away, compared to just over 4% of Belgians who opted for the more natural look.

Brits live up to their drinking reputation

Brits are known as being fond of their tea, and it seems that one out of ten Brits (11%) would not leave home without their beloved teabags.

The Dutch pack light

Apart from the essential items, the Dutch like to pack light, preferring to take just their sunglasses for trips abroad (45%).

Italian Women Stay True to Form as the most Glamorous Women in Europe Although for men the last thing to go into their suitcase are hair products, it seems that the women are staying true to their reputation for glamour, with over 12% opting for their hair care products compared to the 6% of men!

Men more organised than women

Going against the stereotype that women are the more organised of the sexes, it seems that the men are the most likely to plan their trips. Three out of five men (57%) said they would pack a city guide, compared to less than two out of four women. Showing the women would prefer to play the weekend by ear.

But now holiday makers can pack smartly with TomTom MOBILE 5, which provides (city) maps, Points of Interest (such as restaurants and museums) and local information like the weather (a TomTom service). So city-breakers can now ensure that wherever they go, they can pack right and light whether driving through the fast-paced city of London or walking around the beautiful cobbled streets of Rome. TomTom MOBILE 5 will always direct you there effortlessly and accurately.

Key Findings

Top results: What are the three main things you would pack in your weekend page when going on a European city break?

	Mobile	City Guide	Local currency
British	54%	45%	55%
Italians	71%	62%	50%
Dutch	77%	40%	68%
Belgian	73%	59%	58%