



First Choice survey reveals what Brits would do in their last year on Earth

- Over a fifth would be travelling the world*
- India is the number one destination on travel bloggers' bucket lists

The ancient Mayan calendar ends on 21 December 2012 and many believe this signifies the end of the world. But what would Brits do with their last year on Earth? A new study has found out.

The independent research commissioned by First Choice questioned over 2,000 people and found that over a fifth of people wanted to jet off and see the world (22 per cent)*. According to a separate survey of 21 travel bloggers, India was the top destination on peoples' bucket lists, with Iceland and China coming second and third. A third of those questioned also wanted to be in a beautiful place alone or with family, the moment the world ended.

Family is where the heart is for most Brits, as over half of the people surveyed (51per cent) chose spending time with loved ones as the number one thing to do in their final months. Six per cent wanted to party and surprisingly only seven per cent of people would most like to quit their job and relax, if 2012 was their last year on the planet*.

The second survey of travel bloggers revealed that 47.5 per cent of people would use social media to communicate with their friends, if they were the first person to know when the world was going to end.

Nathan Timmins, Head of Online Marketing for First Choice, comments: "There is a lot of speculation at the moment about the end of the world, so we decided to do a little research of our own. Although the response was surprising we are pleased to see that travelling the world is one of the priorities among UK residents."

—ENDS—

About First Choice:

First Choice (<http://www.firstchoice.co.uk>) is a trading name of TUI UK Ltd, part of the TUI Travel PLC Group of companies - the UK's leading leisure travel company. First Choice specialises in all inclusive holidays, beach holidays and [last minute deals](#) to a range of destinations.

First Choice is registered with the Association of British Travel Agent (ABTA), fully bonded by the Civil Aviation Authority under Air Travel Organisers' Licence (ATOL) and part of the Federation of Tour Operators.

Notes to Editors:

For an infographic embed code please visit <http://blog.firstchoice.co.uk/the-end-of-the-world-travel-bucket-list-infographic/>.

*The question, which asked what UK adults would most like to do with their final 11 months if the world was to end on the 21st December 2012, was conducted by YouGov Plc. Total sample size was 2056 adults. Fieldwork was undertaken between 27th - 30th January 2012. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

For the full work-up of the data from YouGov please contact Marc Heley at the First Choice Press Office, and

Press Contact

First Choice Press Office

Marc Heley

01582 648 628

marc.heley@tui-uk.co.uk