



## SEA FOOD AND EAT IT: Collectively Brits put on more than eight million stone on holidays<sup>1</sup>

-Cuisine an important part of the holiday agenda, reveals Admiral Travel Insurance-

- **68% of Brits think they put on weight after a holiday**
- **More than a quarter (28%) of Brits do more exercise on holiday than at home**
- **Cruise goers would need to swim the English Chanel 666 times to burn off all 6,000 bottles of wine consumed on board a seven-day cruise**

New research from [Admiral Travel Insurance](#) reveals that more than three quarters (77%) of holidaymakers think they eat more on holiday with two fifths (40%) confirming food is a big part of their holiday experience<sup>2</sup>.

Well renowned for their varied dining options, the ability to indulge in international cuisine could be one of the biggest factors behind the rise in popularity of cruise holidays. More than **two thirds of travellers** said food and drink remains the most important factor when picking a cruise holiday<sup>3</sup> something that **one in eight plan to do in the next 12 months**.

With around 6,000 people on board popular ocean liners for their cruise holiday, a fully stocked fridge is high priority for cruise operators and an important part of keeping hungry holidaymakers happy. Keeping everything ship-shape is clearly no mean feat, but what does all that food look like in reality?

Admiral investigated, and to put the amount of food and drink consumed on a cruise trip over just seven days into context, created an [interactive infographic](#).

### Sea food and eat it

For a typical seven-night Caribbean cruise, Admiral's investigation revealed **more than 100 tonnes of food and drink** is stocked on board which is turned into around **250,000 meals** a week or between 28,000 and 30,000 meals a day<sup>4</sup>.

From lobster tails to hot dogs, burgers to fish skewers, the 250 onboard chefs it takes to create these meals get through a stack of ingredients:

### Selection of food and drink stocked on board a typical seven-day cruise for 6,000 people

Food	Amount
Lobster tails	5,400
Ice cream cones	21,000
Chicken	19,723 lbs./8,946 kg 6,390 whole chickens*
Beef	18,314 lbs./8,307 kg Enough for 30,207 roast dinners**
Hot dogs	10,680
Burgers	7,200
Pastries	67,550
Coffee	1899 lbs./861 kg
Beer	31,900 bottles and 900 cans
Wine	6,000 bottles

### Eat, drink and enjoy your holiday

Research from Admiral Travel Insurance also found that more than two thirds (68%) of Brits think they put on weight on holiday. A fifth (17%) said they gain an extra 2-3lbs, while around than one in seven (14%) gain around 4-5lbs. Collectively that's more than eight million stone.

With 3,500 calories equal to one pound of fat<sup>4</sup>, Brits consume an additional 8,750 calories while on holiday on average. Roughly an additional 1,250 calories per day, over a seven-day holiday.

When it comes to why we indulge while on holiday, men and women differ. While both agree that food is a big part of the holiday experience and enjoy trying different cuisines, more than a third (35%) of women enjoy not having to cook the food themselves. Whereas a quarter of men (25%) take advantage of the vast choice of food available compared to at home.

### Top three reasons why Brits eat more on holiday

Everyone	Men	Women
Food is a big part of the holiday experience (40%)	Food is a big part of the holiday experience (36%)	Food is a big part of the holiday experience (43%)
They like trying new food and cuisines on holiday (36%)	They like trying new food and cuisines on holiday (35%)	They like trying new food and cuisines on holiday (38%)
They don't have to cook it themselves (29%)	There is much more choice than at home (25%)	They don't have to cook it themselves (35%)

### Sun, sea and exercise

However, 60% of Brits do exercise while on holiday with more than a quarter (28%) doing more exercise than at home, either from walking more while sightseeing or taking full advantage of the facilities. While almost a fifth (17%) try to keep up with their regular "at home" exercise while away.

In order to burn of additional calories consumed on holiday, holidaymakers would need to walk over four hours every day, the equivalent to walking Rome's City tour twice<sup>6</sup>.

### Hangover from hell

When it comes to alcohol, cruise ships are well stocked with **16,862 litres of alcohol** on board, the **equivalent of 169 bathtubs**.

Holidaymakers who enjoy a glass of wine at dinner would have to swim 50 lengths of a 25-metre swimming pool to burn off one 200ml glass. To burn off all 6,000 bottles of wine on board, cruise goes collectively would have swim the English Chanel 666 times<sup>7</sup>.



The research also revealed that more than two thirds of Brits enjoy an extra tipple while on holiday compared to at home, and for those suffering the next day there's plenty of coffee. Cruise liners carry 861kg of coffee, the equivalent to 119,721 cups of coffee over the seven-day period, or **17,103 cups of coffee a day**<sup>8</sup>.

Commenting on the research, **Cosmin Sarbu, Head of Travel Insurance at Admiral, says:** "Cruises are an increasingly popular holiday choice, combining the comfort of a luxury hotel with the benefits of multiple city breaks topped off with world class cuisine that's quite rightly irresistible. Indulging in rich foods and snacks is part of the holiday experience and the benefit of cruising is the wealth of activities to help balance that both on and offboard.

"Holidays are an opportunity for hard-working Brits to take time to relax, unwind and enjoy themselves, something that will come even easier with the peace of mind travel insurance offers. Regardless of the type of holiday you have planned its important to arrange travel insurance as soon as you book so you're covered for every stage of your holiday. Cruisers need to ensure they have specialist cruise insurance rather than a standard travel insurance policy as it will cover things like missed ports which you are not protected against with a standard insurance policy."

To find out more about the food stocked on board cruise ships visit Admiral's interactive [LINK].

**ENDS**

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**Notes to editors:**

<sup>1</sup> Research from Admiral found more than two thirds (68%) of Brits think that they put on weight after a holiday with the majority (17%) staying they put on between 2lb and 3lb. 47m visits abroad for holidays only ([ONS data](#))  $47m \times 2.5lb = 116,590,000/14 = 8,327,857$

<sup>2</sup> Survey of 1,000 UK holidaymakers

<sup>3</sup> ABTA Travel Report <https://www.abta.com/sites/default/files/2018-10/Holiday%20Habits%20Report%202018%20011018.pdf>

<sup>4</sup> Food and stats taken from articles and documentaries available online – Royal Caribbean Oasis of the Seas

<https://firstwefeast.com/eat/2016/02/cruise-ships-food-drink>  
[https://www.youtube.com/watch?v=z\\_hZzpkOiZ4](https://www.youtube.com/watch?v=z_hZzpkOiZ4)

\*Based off a 1.4kg whole chicken

\*Based off a 1.1kg roasting joint, using 250g as a service size suggestion - <https://www.tesco.com/groceries/en-GB/products/254269241>

<sup>5</sup>[https://www.google.com/search?q=how+many+calories+to+do+need+to+eat+to+put+on+two+pound+s&rlz=1C1CHBF\\_en-](https://www.google.com/search?q=how+many+calories+to+do+need+to+eat+to+put+on+two+pound+s&rlz=1C1CHBF_en-)



[gbGB814GB814&aq=how+many+calories+to+do+need+to+eat+to+put+on+two+pounds&qs=chrome..69i57.13383j0j4&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=how+many+calories+to+do+need+to+eat+to+put+on+two+pounds&qs=chrome..69i57.13383j0j4&sourceid=chrome&ie=UTF-8)

<sup>6</sup> Rome city walking tour = 2.5 hours

<https://www.partner.viator.com/en/14553/tours/Rome/Best-of-Rome-Walking-Tour-Pantheon-Piazza-Navona-and-Trevi-Fountain/d511-3731BEST>

4 hours of walking burns 1120 calories

<https://caloriesburnedhq.com/calories-burned-walking/>

<sup>7</sup> Swimming 1 length of a 25 m pool burns approx. 4 calories. [Based off an adult weighing 168lbs/ 12 stone]

<https://caloriesburnedhq.com/calories-burned-swimming/>

You can swim the English Channel in 21 miles

(approx.) <https://www.channelswimmingassociation.com/faq>

[Based off the average bottle wine being 600 calories <https://metro.co.uk/2018/04/25/many-calories-bottle-wine-red-white-rose-7497570/>]

<sup>8</sup> 7g = one cup of coffee

1kg = 130 cups

<https://www.shopcoffee.co.uk/coffee/many-cups-1kg-coffee-beans/>

## **About Admiral:**

Admiral (a trading name of EUI Ltd and part of Admiral Group plc) is a UK based insurance company, founded in 1993 to specialise in car insurance. In 2005, it launched MultiCar, a product designed to help people with two or more cars get a better deal and in 2013, it launched its telematics product LittleBox which helps safe drivers receive discounts based on their driving style. Admiral also offers other insurance products including home insurance, travel insurance, pet insurance, van insurance, learner driver insurance and recently MultiCover, enabling customers to insure their cars and home on one policy. Admiral was also voted the UK's Best Car Insurance Provider at the 2018/19 Personal Finance Awards and the Admiral Group employs over 6,200 people in the UK and has over 5 million UK customers.