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Embargoed until 00.01 hours, June 17, 2002

Hollywood Influences 30% of Britons When Seeking Sun

Despite the huge hype of the World Cup and the barrage of seasonal travel programmes, the Big Screen remains a key influence on the holiday choices of many Britons. This summer, almost one in three people (30%) will choose a holiday destination inspired by a favourite film - according to the Morgan Stanley Card Index.

At a time when more than 26% of GB credit card spend¹ is expected to be used for travel and cinema going is at a 30 year all time high, credit card provider Morgan Stanley looked at the impact films have on people's holiday decisions and identified the top 'holiday inspiring' movies. Of the 2000 people surveyed, 30% said they were influenced by film, with over one in five people (22%) in their forties saying Lord of the Rings had influenced their choice of New Zealand.

Of those influenced by the Big Screen:

- The lure of the Antipodes came out top with Lord of the Rings (17%) and Crocodile Dundee (17%) being the most influential films, as people opt for breaks in New Zealand and Australia respectively. Women in particular were more enchanted by the mystical qualities offered in Lord of the Rings (18%) than the basic nature of Crocodile Dundee.

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¹ Morgan Stanley Card Index - 24 April 2002

- Next came the mountains of Austria and the romantic scenes of Greece, with the echoes of *The Sound of Music* and *Captain Corelli's Mandolin* tempting one in ten holidaymakers. *The Sound of Music* was twice as popular with women than men (14% versus 7%).
- The thrill of Las Vegas, with *Ocean's Eleven*, also made an impact with 17% of people in their late teens longing for the glamour offered by the Vegas casinos. However adventures in the USA can not be overlooked with recent DVD release *Thelma and Louise* influencing 8% of Britons, unsurprisingly hitting a real chord with those in their twenties, as 13% go soul searching for the voyage of their life.

Regional Findings

- Following cinema goes euphoria surrounding *Lord of the Rings*, over a quarter of people in the South West (26%) and Scotland (27%) would choose New Zealand as their holiday destination.
- The Welsh were most tempted by *Crocodile Dundee*, with 36% of people looking to holiday in Australia, followed closely behind by both people in the North West (25%) and Yorkshire (25%) also looking for action in the Outback.
- Girl power and their sense of adventure has hit East Anglia with 30 per cent of East Anglians influenced by *Thelma and Louise* and a visit to the Grand Canyon.

Tyrrell Schmidt, UK Country Head for Morgan Stanley's Consumer Banking Group, said: "Summer holidays are undoubtedly a big part of people's spend on their credit cards and our latest research shows the powerful influence films are having on choices for the destination of their next holiday. Our feedback shows that people's choice of film and holidays are inextricably linked – many now looking to take 'on location' breaks in places made popular on the Big Screen."

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Notes to the editor:

- To be added to the email distribution list for all forthcoming Index stories, email tilly.twickel@fd.com . Regional findings are available on request.
- The research was undertaken face to face during the final week of May 2002 for credit card provider Morgan Stanley by R.S.G.B, a division of the Taylor Nelson Sofres Group, among a GB representative sample of 2,000 adults.
- Morgan Stanley is a global financial services firm and a market leader in securities, investment management and credit services. With more than 700 offices in 28 countries, Morgan Stanley connects people, ideas and capital to help clients achieve their financial aspirations.
- Morgan Stanley is also one of the world's largest providers of credit cards with more than 50 million cardholders globally. Following the launch of the Morgan Stanley Card in September 1999, it is now the largest solus issuer of MasterCard in the UK.

Table 1:**The films that will most influence people's holiday decisions**

Film	Total %	% of Men	% of Women
Lord of The Rings (New Zealand)	17	16	18
Crocodile Dundee (Australia)	17	19	15
Captain Corelli's Mandolin (Greece)	10	8	12
The Sound of Music (Austria)	10	7	14
Thelma and Louise (USA / Grand Canyon)	8	7	8
Ocean's Eleven (USA /Las Vegas)	7	7	6
The Godfather (Sicily)	5	7	2
The Man with the Golden Gun (Thailand)	5	7	2
Manhattan (New York)	5	5	4
Mission Impossible (Prague)	5	7	3
Moulin Rouge (France)	5	4	6
The Talented Mr Ripley (Italy)	4	3	5
English Patient (North Africa)	3	2	4
El Cid (Spain)	1	2	1

Table 2:
By Region

Film	% Grtr Lndn	% Sth East	% Sth West	% Wles	% East Ang	% West Mids	% East Mids	% Nrth West	% Yrks / Hum ber	% Nrth	% Scotland
Captain Corelli's Mandolin (Greece)	9	7	17	18	27	9	11	11	7	8	6
Crocodile Dundee (Australia)	13	12	18	36	14	13	24	25	25	13	12
El Cid (Spain)	4	2	-	-	-	2	-	1	1	-	-
English Patient (North Africa)	4	5	-	-	-	2	4	4	2	2	1
The Godfather (Sicily)	12	1	3	-	-	3	-	8	3	7	7
Lord of The Rings (New Zealand)	20	18	26	13	8	13	15	6	20	8	27
The Man with the Golden Gun (Thailand)	4	5	2	-	-	5	4	9	4	5	8
Manhattan (New York)	4	6	1	7	-	8	-	3	5	4	5
Mission Impossible (Prague)	5	5	3	4	-	6	4	3	3	10	5
Moulin Rouge (France)	3	6	3	3	-	5	4	13	-	3	7
Ocean's Eleven (USA /Las Vegas)	4	5	9	-	-	9	4	4	12	16	10
The Sound of Music (Austria)	7	12	13	11	8	15	11	3	8	12	8
The Talented Mr Ripley (Italy)	5	5	-	-	13	2	2	8	2	4	3
Thelma and Louise (USA / Grand Canyon)	6	11	4	7	30	7	16	2	8	9	2