

easyCar Club survey reveals how UK holidaymakers are using the sharing economy this summer

One in four Britons using sharing economy for summer holidays

14th July, London, UK: A survey by easyCar Club, the UK's leading peer-to-peer car rental market place, reveals that the upcoming summer holidays will be the best yet for the sharing economy with more than one in four Britons saying that they had used it or would consider using it for their trips away. The last year has seen a remarkable increase in the number of Britons considering peer-to-peer alternatives to traditional holiday services, with a **57%** increase in holiday makers using the sharing economy for their summer holidays in 2015 versus 2014.

Unsurprisingly, accommodation and transport are the two biggest holiday services that people turn to the sharing economy to deliver. However, as the popularity of peer-to-peer businesses grows, niche services such as pet sitting, equipment hire and holiday planning are beginning to become more widely used.

Holiday transport can take a number of forms, but peer-to-peer car hire was the most popular, from services such as easyCar Club in the UK and other fast-growing companies throughout the US, Europe and Asia. Not only was peer-to-peer car hire the most popular form of holiday transport in the sharing economy (**20% of all respondents were considering this form of transport**), but positive experiences are encouraging repeat usage. More than two thirds of peer-to-peer renters in 2015 (**69%**) are repeat customers, with many hiring more than once a year (**62%**).

The sharing economy is growing rapidly in size and attention, with Airbnb's recent \$25.5 billion valuation and the UK Government's independent report into the sharing economy being two notable indicators of this. Nevertheless, the biggest barrier to wider adoption still remains awareness. Nearly three quarters of Britons who haven't yet used the sharing economy (**73%**), cite a lack of knowledge of the concept as the main reason. This is more than double the number of respondents who cited other factors such as value for money, reliability or quality, showing that while perceptions of the sharing economy are generally favourable, there remains scope to publicise the concept more widely.

Richard Laughton, CEO, easyCar Club, comments: 'This year will see a record breaking number of people trying a sharing economy company during their summer break, as more and more people realise the value and convenience on offer. On holiday as much as at home, sharing assets benefits both owners and renters.'

Notes

Survey of 547 UK adults aged 21 – 49 conducted online by easyCar Club from 24 – 25 June 2015.

About easyCar Club (easycarclub.com)

- The UK's peer-to-peer car rental marketplace, helping car owners make money by renting out their cars, and drivers save money through cheaper, more convenient local car hire.
- Service is the brainchild of Sir Stelios Haji-Ioannou (easyJet founder) and Brent Hoberman (lastminute.com co-founder). The service is backed by PROfounders Capital.
- In June 2015, Ford Motor Company of Detroit announced that it had partnered with easyCar Club in London to deliver one of its 25 Global Mobility experiments.
- In March 2015, easyCar Club became a founding member of the Sharing Economy UK trade association, which has received great support from both the government and members of the sharing economy as a whole, including Liftshare, Airbnb, and BlaBlaCar.
- Car owners can earn more than £3,500 per year for each car listed, and an average of £1,500 per year. In the year and a half since it launched nationally, it has grown to a thriving community of over 15,000 members and over 1,500 vehicles.
- Partnership with leading insurance company means that an owner's insurance is unaffected, as drivers are comprehensively insured by easyCar Club for the full duration of their rental. All renters are vetted carefully when they initially register.
- All cars registered with easyCar Club receive complimentary RAC roadside assistance and recovery cover from their first rental, this cover then continues even when it isn't being hired out.