

Get the love back: More than half the nation missing something in their relationships

It seems there was more missing than roses and chocolates on Valentine's Day last Wednesday - new research* by lastminute.com.au reveals 54% of Australian couples believe their relationship is missing something.

A third of couples say it's a regular weekend away for some 'us time' while another third say it's spontaneity and excitement that's missing.

90% of couples say they don't have time or money for romantic weekends away but Adam Johnson, Managing Director of lastminute.com.au, thinks differently.

Johnson says, "Savvy Australians are indulging in luxury quick-breaks without blowing their budgets or their annual leave. Romantic weekends on lastminute.com.au offer excellent value to those wanting to spice up their love life."

Michelle Patterson of Cronulla booked the 5 star Swissotel Sydney to add some spark to her relationship. "I decided late that week we needed to spend some quality time together. I got a great deal on lastminute.com.au and we had the most romantic weekend - we're going to do it more often."

While most couples dream of escaping everyday life together, for many it remains an elusive goal - more than 60% of couples head off together less than once a year.

Relationship expert for online match-making site RSVP, Lija Jarvis, says, "With honesty and communication being important ingredients to a long-lasting relationship, spending quality time together in the form of a regular dirty weekend away is also vital for a healthy relationship."



One third of Aussie couples want more regular weekends away for some 'us' time

lastminute.com.au enthusiast Peter Lloyd booked a 5 star *Secret Hotel* for the weekend following Valentine's Day and insists it's the key to keeping the excitement in his relationship. "My fiancé and I are always busy and find it hard to make time to spend together so I arranged a quick get-away. We're not even leaving town, but still get to escape on our own to 5 star luxury for a dirty weekend!"

Secret Hotels offer prices so low hotel suppliers don't want to put their name to them. The customer knows only the general location of the hotel until after they've booked.

Adam Johnson says, "*Secret Hotels* remain a popular choice on lastminute.com.au because they provide spontaneity and luxury accommodation at bargain prices. We're guessing our *Secret Hotel* customers aren't part of the 54% who claim their relationship is missing something!"

With Valentines Day out of the way for another year, the 45% of Aussies who said Valentines Day is boring, depressing or a waste of money can breath easy for a another year.

lastminute.com.au's research also revealed:

Love **Gender**-ation

- Men and women share the responsibility of planning their romantic occasions equally
- More women than men claimed to be missing something in their partnerships
- Men think the main thing missing is a regular weekend away while women think it's spontaneity and excitement
- The most popular Valentine's Day activity planned by men is a romantic dinner at a restaurant whereas cooking a romantic dinner at home was the top choice for women
- 1 in 3 Aussies didn't plan anything at all for Valentine's Day and nearly 1 in 5 didn't plan anything than more than a card or flowers to mark the occasion.

States of Love

- VIC is the 'Romance Capital' with 75% of its residents celebrating Valentine's Day compared to 63% in WA
- Western Australians take fewer romantic holidays with 1 in 4 residents having never gone away with their partner. On the other hand, NSW residents take romantics holidays the most!
- 55% of Queensland couples who didn't celebrate Valentine's Day feel it's just another commercial holiday, compared to only 29% of people in NSW.

Top Romantic Getaways on lastminute.com.au:

NEW SOUTH WALES

Secret 5* Relaxation Package, 5 star Sydney CBD – \$310 per night

Buffet Breakfast, back and neck massage for two and flotation tank experience for two

Lilianfels Blue Mountains Resort & Spa – From \$291 per night

VICTORIA

Secret 5* Romance & Seduction Package, 5 star Melbourne CBD - \$370 per night

Breakfast in bed for two

Bottle of French Champagne, canapés and chocolate-dipped strawberries on arrival

QUEENSLAND

Secret 5* Hotel in Brisbane CBD – From \$169 per night

Secret 4.5* Resort in Cairns – From \$105 per night

SOUTH AUSTRALIA

Stamford Plaza Adelaide – From \$155 per night

WESTERN AUSTRALIA

All Seasons, Perth – From \$101 per night

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* The research was a national online survey conducted by www.pureprofile.com. The survey was sent to a weighted national sample which was a representation of ABS standards.

The sample was based on 1,003 respondents and was conducted in February 2007.

ABOUT LASTMINUTE.COM.AU

lastminute.com.au launched in Australia and New Zealand in 2000 and offers a range of products and services to Australians including hotels, international flights, domestic flights, holidays, gifts, entertainment and experiences. The company has continued to develop a distinctive brand that communicates spontaneity and a sense of adventure, attracting a loyal community of registered subscribers. Today, lastminute.com.au has more than 330,000 subscribers in Australia, more than 13 million subscribers worldwide and operates in 15 countries around the world.