

EAST COSTS THE LEAST

EXCLUSIVE

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RECESSION-HIT Britons can make their summer holiday money go twice as far – by ditching resorts in Europe and going long-haul instead.

Hot spots in Thailand, Malaysia, South Africa and Kenya, are offering families the best value as the pound slumps to a new low against the euro.

Your holiday pound is worth most in Thailand

Even though sterling has lost 24 per cent against the Thai baht since last January, Thailand still works out as the cheapest far-flung destination.

It is less than half the cost of Italy, the most expensive eurozone country, and 43 per cent cheaper than Spain. South Africa – where

sterling is actually slightly stronger than a year ago – is the second cheapest long-haul destination for spending money.

Researchers compared the price of popular holiday items, including a three-course evening meal with a bottle of wine, sun cream, mineral

water, cigarettes, cup of coffee and can of Oke – in both long- and short-haul destinations.

They will set tourists back \$84.58 in Italy but the same items cost only \$39.02 in Thailand.

Andrew Spice, of Post Office travel services who carried out the research, said: "Whereas the Thai baht, Egyptian pound and Malaysian ringgit have strengthened considerably against sterling, the cost of living in these places is much cheaper so holidaymakers will find their currency stretching a lot further than in most European resorts."

WHAT YOU WILL PAY

Based on cost of cup of coffee, bottle of Heineken, can of Coca-Cola, bottle of supermarket mineral water, sun cream, insect repellent, pack of Marlboro cigarettes and a three-course evening meal with wine.

Thailand	£39.02
South Africa	£45.50
Malaysia	£46.26
Kenya	£53.06
Spain	£68.38
Egypt	£69.13
USA	£73.92
Greece	£74.63
France	£79.08
Portugal	£80.97
Italy	£84.58
Mexico	£102.16
Barbados	£151.61

