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Easter traffic woes to put brakes on choccy eggs

The State's peak motoring body has warned drivers to prepare for a slow and frustrating journey to their destinations as thousands of families hit the road today ahead of the Easter long weekend.

RACQ spokesperson Lauren Ritchie said holiday traffic and congestion was expected to impact the M1 (southbound) and the Bruce Highway (northbound) as thousands headed away for the four day break.

"It's going to be chaotic on our roads, with the traffic drama expected from as early as midday on Thursday," Ms Ritchie said.

"Along with all those Easter eggs, you'll need to pack your patience too as journeys could take far longer than usual."

Ms Ritchie said road works on the Bruce Highway at the Sunshine Coast and changed speed limits on the M1 could slow the traffic situation further.

"With these changed traffic conditions drivers will need to pay extra attention to what they're doing while driver," she said.

"Remember, those phone calls can wait – it's more important you and your family get to your destination safely."

Ms Ritchie said Easter was one of the most dangerous times to be on the road and RACQ warned car crashes happened when drivers ignored the Fatal Five.

"We've already seen our road toll rise by around 10 percent compared with the same time last year, with more than 57 lives lost. Every driver has a responsibility to slow down, wear seat belts and not be distracted, drunk or too tired when behind the wheel."

Media inquiries: RACQ spokesperson Lauren Ritchie 0427 137 022; Media Advisor Clare Hunter 0427 261 932.

RACQ is Queensland's largest club and peak independent motoring organisation. We were formed in 1905 to represent the interests of the State's first motorists and today campaign for safer drivers, vehicles and roads on behalf of the 1.7 million members who own the Club. We offer those members a vast range of motoring, insurance, banking, entertainment and travel services and benefits, and each year respond to more than a million calls for roadside assistance.