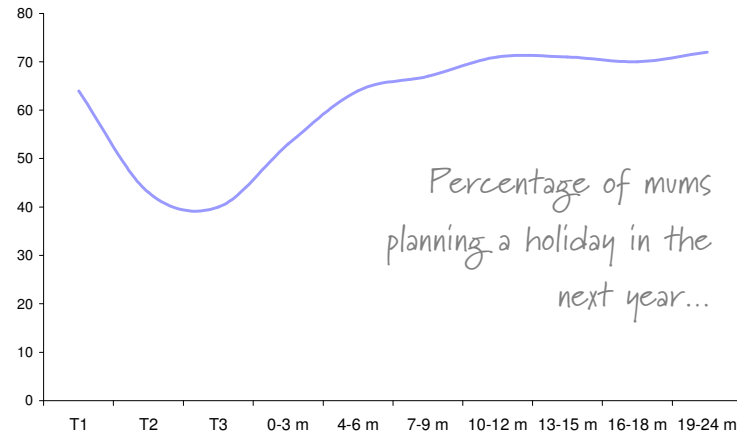


Category Insight into Holidays

The birth of a baby has one of the biggest impacts of any single life event. First time parents see the largest changes to their lifestyle, finding themselves in a new world where priorities have changed. We can show from both our internal research and TGI data that this changes how they holiday as well.

83% of mums say that choosing a family holiday is a joint decision between both partners, so any marketing should appeal to both mums and dads.

Around 70% of mums at any one time are planning on going on holiday in the next year. This reduced to around 40% in Trimester 2 and 3 when mums focus on the arrival and aren't sure how it will affect them.



Travelling with a new baby can be difficult so mums choose holiday destinations closer to home –

41% say they are going on holiday in the UK. This rises to 51% when baby is 0-3 months old.

The three most important factors when choosing a family holiday are the resort (94%), ease of booking (84%) and family entertainment (64%).

On average a young family spent £811 on their last holiday - this is £21 less what they spent before having children for the first time and it is £210 less than what they will spend once the child reaching primary school age (£1,021).

Young families mainly book their holiday by phone (36%), on the internet (34%) and by visiting a shop (17%). When baby is under one year old the parents are 23% more likely to book their holiday in a travel shop than the average holiday maker. This may be because they have more requirements and more questions to ask.

If **you** have any further questions please contact Bounty on 01707 294000.

