

HOSEASONS

Hoseasons heralds rise of the 'Playcation' as active break bookings surge for summer

Greater demand for play-focused family holidays is driving a 16% year-on-year surge in active summer break bookings at Hoseasons.

The self-catering specialist says increasing popularity of the 'playcation' – a short staycation that gives busy parents the chance to play and reconnect with their children on holiday - is also behind a 12% surge in sales of three-night breaks over the school summer holidays.

The figures come in the same week Hoseasons-commissioned research revealed 40% of parents are either too tired or too busy to play more with their children, despite 80% saying it makes them feel young again when they do spend quality time together.

The survey, timed to coincide with International Day of Play on Wednesday (June 11th) also revealed that 80% of parents feel more able to play with their kids on holiday than at home – with 56% saying they have more time while on a break, 44% saying they have less chores to do and 36% saying their children are less distracted by phones and other devices.

Hoseasons General Manager, Gemma, says it's no surprise families are using quick, convenient UK breaks to catch up on playtime with their children and reconnect with those who matter most.

She says: "I know from my own experience as a busy working mum that it can be incredibly difficult to set aside the time we'd all like to dedicate to our little ones, so it makes sense that parents are embracing short breaks to find that time."

"Playcations are essentially UK family breaks, but the thing that makes them unique is that parents join in the fun too. Kids clubs are great, but what we're seeing across our extensive portfolio of lodge resorts and holiday parks is an increasing number of parents taking the opportunity to join in the fun and create special memories for the whole family."

An uptick in sales of active breaks for Hoseasons follows a record-breaking post-covid performance for May, and all-time record sales for Easter.

Hoseasons recently worked with TV's Joanna Page to highlight the growing appeal of the playcation. The actress and presenter, most famous for her role as Stacey in BBC

comedy Gavin and Stacey, enjoyed her own playcation with husband James and her young family at Hoseasons Darwin Forest – part of the company's Magnificent range of luxury lodge resorts.

She said: "We had such a great time on our playcation. The kids had so much fun and James and I loved joining in and rediscovering our inner child! It's so rare we get a chance to spend quality time like that together and I know we'll look back on it fondly for years to come."

For more information go to www.hoseasons.co.uk

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Notes to Editors

Hoseasons is one of the UK's leading self-catering accommodation specialists, with more than 29,000 places to stay in coastal and countryside settings throughout Britain. From lodges and parks, to boats, cottages and apartments, the brand offers the widest available range of self-catering holidays in the UK. Hoseasons accommodates more than 2.4 million holidaymakers and more than 121,000 pets every year and is part of Awaze - Europe's leading managed vacation rentals and holiday resorts business. For additional information visit www.hoseasons.co.uk

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