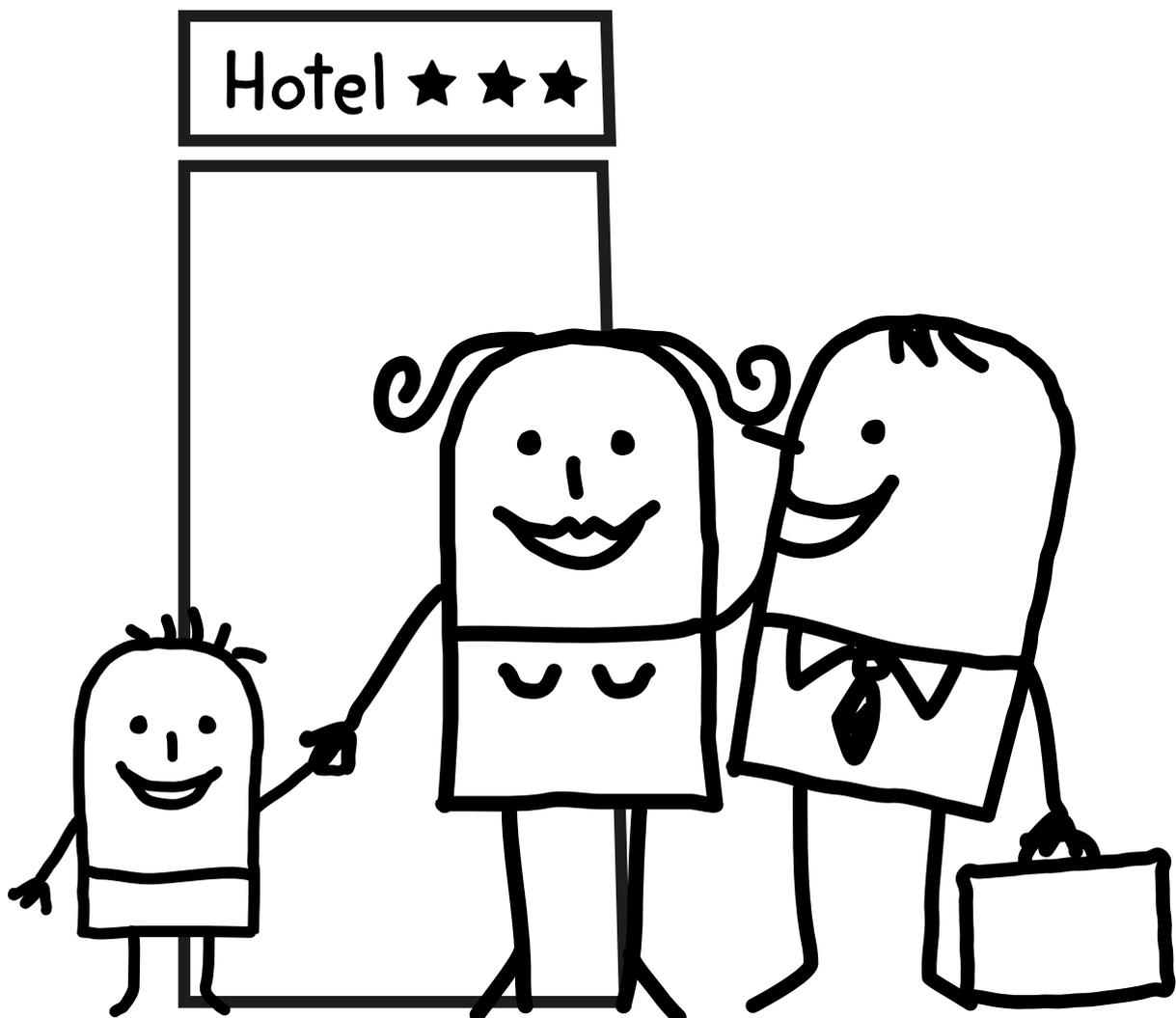


FAMILY HOTELS

Insights* Into Mums and Family Breaks

*Survey of parents carried out online in November 2017



THE MOST IMPORTANT FACTORS THAT WE HAVE UNCOVERED

43%

The % parents who stay with their kids at a hotel at least twice a year

56%

The % of families with more than 2 kids that find it difficult to get hotel packages that accommodate larger families

32%

The % of families that stay at hotels on random weekends during the year

43%

The % of parents who say access to a leisure centre is the most important factor when choosing a hotel package

THE TOP 3 FACTORS WHEN PURCHASING A HOTEL PACKAGE:

1. Pool/Leisure Centre
2. Price of family package
3. Larger rooms to accommodate all the family in one room

The % of families who are willing to pay 100-150 for a family room per night (without meals)

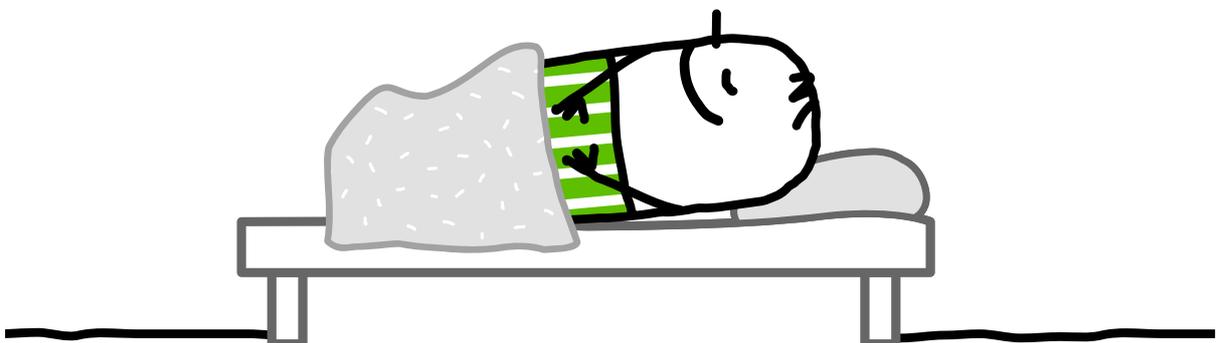
51%

The % parents who ask family and friends for recommendations for hotels

26%

The % parents who book family breaks online direct on the hotel's website

40%



DETAILED SURVEY RESULTS

*Survey of 420 parents carried out online in November 2017

1. How many children do you have?

0	0%
1	6%
2	40%
3	39%
4	15%
5+	0%

2. How often do you stay at a hotel with the kids?

At least once a year	50%
More than once a year	43%
Never	7%

3. When do you typically stay at a hotel with the kids?

Weekdays during school holidays e.g. mid-term, Easter or Summer breaks	50%
Random weekends throughout the year	32%
For a family event e.g. wedding, birthday	10%
Other	7%
Christmas/New Year	1%

4. When purchasing a hotel package, which of these is most important to you?

I'm getting access to a leisure centre	43%
Meals, other than breakfast, are included	17%
I'm getting more than 1 night away in the package	16%
They have entry to a kids club included in the package	13%
I'm getting extras like tickets for local attractions	7%
Overall price and/or value	3%
Big or connecting rooms	1%

5. If you have more than 2 children do you find it easy to get hotel packages that accommodate larger families?

No	56%
Sometimes	32%
Yes	12%

6. What factors are important to you when picking a hotel? (select all that apply)

Pool/Leisure Centre	21%
Price of family package	20%
Larger rooms to accommodate all the family in one room	17%
Near family attractions	11%
Child friendly kids menu	11%

Free WIFI	10%
Kids club	8%
Near airport (if travelling abroad)	1%

7. What price range are you prepared to pay for 1 night in a family hotel room, for accommodation only?

Less than 100 euros	43%
100 - 150 euros	51%
150 - 200 euros	6%
200+ euros	1%

8. How do you choose a family hotel to stay in?

Read reviews e.g. Tripadvisor	39%
Online comparison sites e.g. Trivago	29%
Ask family or friends for recommendations	26%
Other	6%

9. How do you usually book a hotel break?

Online direct with the hotel	40%
Online using comparison websites	37%
By phone direct with the hotel	19%
Through a travel agent/company	1%
Other	3%

Any other thoughts or comments on family breaks and hotels?

"As we have 3 children, it is quite difficult to get hotels to put 5 of us in the same room. Therefore, we have to look at inter-connecting rooms which means we, most often, have to pay double, as we are now booking 2 rooms. A night away becomes very expensive all of a sudden!"

"Extras like easy access to children's movies n games. Milk n Cookies at night time"

"Would love to see more family rooms having two doubles rather than a single and a pull out bed or camp bed as this just causes rows!!!"

"Family rooms should maybe think about having an activity pack for the kids when they arrive to their room, i.e. colouring books, reading books, games"

"Just that it's great when they include things like the Xbox in a room or free bike hire. Just things like colouring books at meal times. Keeps the children occupied."

"New ideas when it comes to kids menus and kids activities, bigger/comfier or interconnecting rooms, "hanging out" spaces where parents can have a coffee and kids can colour or play."

MyKidsTime Insights

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* Based on 2012-7 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!