



PRESS  
RELEASE

## No time for family time? Famcations are the answer

The study by Novotel Hotels has found that the Famcation (or family staycation) is the saviour of the family holiday.

Novotel looks at the importance of quality family time as one in ten mums admit to spending an hour or less with their kids on a weekday. Novotel looks at why the Famcation is the answer for many mums.

The survey of more than 1,000 UK mums found that:

- **More than half (56%) of mums look forward to holidays as it's the only time they get to spend quality time with their children**
- **1 in 10 mums spend an hour or less of quality time with their children on a typical weekday, and a third spend less than two**
- **32% of partners spend less than an hour a day with their children during the week**
- **20% of mums spend less than 6 hours with their kids over an entire weekend**
- **Two thirds of British mums wish they could spend more time with their children**
- **48% of mums feel like they are missing out on their children growing up**
- **87% of UK mums think family holidays in the UK are important**
- **69% believe it is important to holiday in the UK so that children get to know their own country**
- **55% want their children to enjoy the same type of holidays they had when they were young**

As Easter and the summer holidays approach, parents' thoughts turn to family holidays and many to the memories of holidays long since forgotten.

At a time when lifestyle and work pressures can take their toll on family time, the Famcation, or Family Staycation, is becoming more important than ever.

A survey of over 1,000 UK mums found that quality family time is getting harder and harder to find. Nearly 1 in 10 mums are able to spend an hour or less with their children during the week and 60% are spending less than four hours with the kids on a typical weekday. For partners the story is far worse: 4% spend no time at all with the kids and 68% of partners spend less than two hours with their children on weekdays.

Time isn't always made up at the weekend. More than a third of UK mums spend less than six hours quality time with the kids over an entire weekend.

The resulting feeling for the British parent is that of sadness and guilt. 62% of mums wish they could spend more time with their kids and three quarters of their partners agree. Quality time as a family is essential and much longed for. More than half (56%) of mums look forward to holidays as it's the only time they get to spend quality time with their children.

Nearly half of British mums feel they are missing out on their kids growing up, because they can't spend as much time with them as they would like. Family time is precious time, with parents' looking forward to family meals (88%), reading together (84%) and talking about their day (79%).

Jonathan Sheard, SVP Operations Luxury, Upscale & Midscale Hotels, Accor UK & Ireland said: "We believe staycations are the savior of the family holiday. Famcations have struck a cord with the British mum as more and more parents look to share their experiences of family holidays in the UK with their children and enjoy some quality time together. At Novotel we welcome more than 250,000 children with their families every year and this year more and more families are looking to Famcation in 2014."

Almost all (87%) UK mums agree that family holidays in the UK are important; the majority (69%) believes it is important to holiday in the UK so that children know their own country.

More than half (55%) of mums want their children to enjoy the same type of holidays they had when they were young, and 51% believe holidays in the UK are fun and innocent, allowing children to be children. 47% of mums choose to holiday in the UK as it is cheaper than travelling abroad, and the same number choose the Famcation in order to support British tourism. Many also agree that Famcations are easier for the family.

Looking back on their own childhood holidays in the UK, the memories of boredom, arguments, disappointing pebble beaches and the British weather ruining family holidays are proven to be a myth as less than 5% of mums cite these memories. Instead mums look back with fond and happy recollection of playing on the beach (52%), playing happily with brothers and sisters (31%), exploring the magical world of rock pools (35%) and playing Knights of the Realm running around the many ancient castle of the British Isles (22%).

Novotel's Jonathan Sheard added: "Our study has shown that for 75% of UK parents, days out and visiting attractions is their favourite way to spend time together as a family. It is this type of activity that has long been the backbone of the great British holiday. It is a myth that childhood holidays were spent arguing with the family or sat in dreary towns in the rain. In fact, our survey has shown that our feelings toward the UK holiday is based on a desire to share our own happy experiences with our children and spend some quality time together.

"That's why we've launched the Famcation packages, enabling families to share quality time when travelling together in our hotels. Sharing a meal, a day out, a fun experience – these are all key elements of the Famcation. And what's more, our Business Famcation enables parents away on business to stay connected to their families with free high-speed Wi-Fi to enable that precious Skype session before bed. We want to help families stay connected to each other and to their country."

Kids stay and breakfast for free at Novotel hotels. Most Novotel hotels feature a dedicated kids corner to help keep the kids entertained, and the website is full of holiday tips and days out suggestions to help make the Famcation the family holiday trend of 2014.

Novotel has also launched the Famcation offer to help families make the most of their time away together, and enjoy the shared time of the Famcation. As part of the offer, children will get breakfast and dinner for free as part of the stay.

For those parents working away from their families, Novotel is helping guests stay connected, with a Famcation Business offer that includes premium Wi-Fi to help make Skyping and face-time with the family that much easier.

[www.novotel.co.uk/family](http://www.novotel.co.uk/family)

### **Top 10 UK Holiday Memories**

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| 1. Playing on the beach (52%)                 | 6. The feeling of going on adventure (21%) |
| 2. Playing with siblings (31%)                | 7. Fish & Chips (15%)                      |
| 3. Exploring rock pools (25%)                 | 8. Reading (14%)                           |
| 4. Visiting Castles (22%)                     | 9. Building sand castles (14%)             |
| 5. Visiting piers / seaside attractions (21%) | 10. The cold sea (14%)                     |

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## NOTES TO EDITORS

- 1,017 UK Mumsnet users completed an on line survey on Mumsnet.com.
- All those interviewed has at least one child
- The Average age of respondent was 37.5 years
- 92% of respondents had 3 children or less
- For more information about Novotel's extensive family offering, visit - [www.novotel.co.uk/family](http://www.novotel.co.uk/family)

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## ABOUT NOVOTEL

Novotel is the midscale hotel brand of Accor, the world's leading hotel operator, present in 92 countries with nearly 3,500 hotels and 160,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world-renowned environmental certification, ISO 14001.

Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at [www.novotel.com](http://www.novotel.com)

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