

Heatwave sparks 550% surge in searches for lidos

Submitted by: Day Out With The Kids

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Searches for water parks, lidos and beaches have increased by an average of 277% this week, as parents seek out splash parks to make the most of the UK heatwave.

Day Out With The Kids (<http://www.dayoutwiththekids.co.uk>) has revealed a record number of searches for water attractions over the last seven days, as parents look for ways to keep cool in the soaring temperatures.

The site has seen searches for lidos increase by over 550% compared to last week, with splash parks and swimming pools beating more traditional day out destinations like theme parks and tourist attractions for the first time. Searches for UK beaches have also increased by 263%, and water parks by 213%, with many selling out in advance or reaching capacity.

The site's top viewed attractions for the last seven days has also become dominated by those in the water category for the first time, with some attractions seeing more than 1,000% increase in page views.

Parents have also been making use of the site's outdoor and indoor filters, with searches up by 128% for destinations where families can soak up the sun.

Recording the highest temperature for the year so far with highs of 32.4°C in London, the UK's water parks, swimming pools, lidos and beaches have all experienced some of their busiest days of the season with Brits looking to cool down whilst still making the most of the sunshine.

Catherine Warrilow, Head of Brand at Day Out With The Kids, said: "The weather is often such a huge deciding factor when it comes to days out, and the luxury of the hot weather means that it's easier to escape for an hour after school, and spend more time outdoors, like eating al fresco.

"Beaches, lidos and waterparks lend themselves just as easily for a quick after-school visit as they do for a full day out, so they're a fantastic option for parents looking to entertain the kids during the summer."

Day Out With The Kids features information for over 6,000 attractions all across the UK, from hidden gems to some of the country's most popular destinations. Visitors can search by postcode, town or county, and refine their results using a number of detailed filters, including by age, by type and even specific facilities.

For more information, or to start planning your next adventure, visit www.dayoutwiththekids.co.uk.

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Notes to editor

For more information, including stats and regional breakdowns, please contact Lisa O'Keeffe:

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About Day Out With The Kids

Day Out With The Kids has been around for over 10 years now, and helps families to get out and about more, exploring and enjoying new adventures - whether that's on your doorstep or packing up the car for a road trip.

Since 2006, we've grown up a bit - we're still big kids at heart though. Over 17 million explorers use our website each year to plan their days out and enjoy that precious time together.