

Why January is the best time to book a holiday

Submitted by: Kin Communications2

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Start your New Year by making memories

Airlines cut prices for Blue Monday Deals

World Travel Week (8th-14th of Jan) can help you decide where to go

'Travel more' is always high up on everyone's New Year's resolution list, but most of us leave it till the summer, or end up missing the opportunity all together.

The third Monday in January is known as 'Blue Monday', the most depressing time of the year. This is due seasonal depression, post-Christmas financial difficulty, less daylight, and to top it all off, this is the time most fail or give up on new year's resolutions.

World Travel Week aims to inspire the UK to travel in the week before, to pick up their spirits and tick at least one thing off their resolution list by travelling somewhere new. With UK temperatures set to plummet, there's no better time to escape the dreary British weather and enjoy sunnier days, that will help boost your mood.

Adam Cox, Founder of World Travel Week: "World Travel Week was created with a simple mission of inspiring people to visit new and exciting countries and destinations. Many people have a habit of going back to the same handful of destinations year after year. This year we'd like to encourage people to venture outside their comfort zone and go somewhere they'd never normally dream of going".

Adam continued. "They say that travel broadens the mind but it actually offers many other benefits including mental wellbeing, better relationships and offering time for reflection. Although recharging the batteries is a metaphor used for travel and holidays it's also very accurate and the benefits of travel can't be underestimated".

During the dark winter months, we get less vitamin D from sunlight, which can contribute to making us depressed, which is why it's so important to get some sun this January.

Airlines are even known to hold special Blue Monday sales, meaning it's easier than you might think to take a holiday and reflect on what you want to achieve in the year ahead.

Many happiness experts and psychiatrists claim that focusing on what you can change is a stepping-stone to increased wellness and satisfaction. Dr. Cliff Arnall, the man who coined the term 'Blue Monday', says:

"Use Blue Monday as a springboard for change, whether it is to lose weight, stop smoking, embark on a dream or change job. Make the most of your life and live it to the full."

For more information check out World Travel Week (<http://www.worldtravelweek.co.uk/>) for tips on how to get the most out of your travels this year.

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<http://www.worldtravelweek.co.uk/>

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