

Parents would ditch a good deal on their summer holiday in a quest to brag on social media...

Submitted by: Brandxchange

Thursday, 27 December 2018

More than a third of British parents consider how their holiday destination will look before booking family holidays

For many families, now is the time to bag a great deal on their summer holiday, but it seems that it's not just the price, which is a motivation when it comes to finding a perfect holiday destination. Social media and the "bragging factor" is influencing where we choose to take our holidays and short breaks, according to new research by boutique aparthotel group Roomzzz.

The recent study of 2000 parents showed that parents are choosing short break and holiday destinations based on how good they will look on their social media feeds.

33 per cent of parents questioned admitted to choosing a holiday destination based on how good it looks on social media, with a whopping 71 per cent of all Londoners agreed that this was one of the most important factors when choosing a holiday destination.

And it appears who we holiday with is also changing, with almost a third of people admitting to now travelling with extended family and friends. Londoners again magnified this trend with 56% of them saying they holiday with grandparents and friends.

Don't despair, although we might like to keep up with the Jones' on our social media feeds, it seems our hearts are in the right place when it comes to why we take our families on short breaks or holiday, with having a 'break from the norm', 'creating lasting memories', 'strengthening family bonds' and 'giving them a cultural experience' all being the top answers. But interestingly it seems Scots are the most passionate about offering their children a cultural experience with more than 48 per cent of respondents choosing this as a reason they travel.

Psychologist Donna Dawson, says:

"The research shows that we want our choice of holiday destination to reflect well on us, by winning the approval of friends and acquaintances on social media. There is a competitive edge to social media where we vie with others to show how happy and successful we are - human nature relishes a little envy from others when it comes to making life choices, as that reinforces that our choices were good ones. However, we do realise that it's all a game, and that the best holiday experiences actually come from sharing them with the people closest to us, our children and extended family. In the end, creating lasting memories and strengthening family bonds are more important to us."

Roomzzz pioneered the Aparthotel concept launching its first development in 2006 in Leeds. Now with a growing portfolio of nine aparthotels across the country, including Manchester, Leeds, London, Chester and Nottingham the brand has ambitious growth plans with further developments in the pipeline for Edinburgh, Harrogate and York.

Naveen Ahmed, Managing Director at Roomzzz said: "It seems it's not just hipsters or gen z-ers who want to make sure their social feeds look on trend; parents and families are at it too! For us at

Roomzzz, we are certainly seeing more and more extended families and friends travelling together. Our apartments offer families a perfect base to build a great short break. We have everything they need to maintain routines (if they need to) and offer their children space without feeling boxed in or cramped, compared to traditional hotel rooms. With many of our properties offering multiple bedroom apartments, we are also perfectly placed to accommodate larger and wider family units; offering parents a much-needed night / day off!"

Roomzzz offers guests a home away from home with apartments coming complete with a living room, kitchen and at some locations multiple bedrooms – perfect for families holidaying with extended family!

Ends

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About Roomzzz

Roomzzz is not a hotel, it's not a flat but instead it's smack bang in the middle of them both. If you imagine a boutique hotel but without the boxy room and combine it with an apartment but with more security and spacious enough for you to be yourself. In a nutshell, spacious city centre Aparthotels designed to make you feel at home.

Roomzzz has nine aparthotels within its portfolio in major cities such as Manchester, Leeds, London, Chester and Nottingham. The brand has ambitious growth plans in 2019 with further developments in the pipeline for Edinburgh, Harrogate and York.