



Families prompt hot tub bookings surge at Hoseasons

Luxury-loving families are driving a surge in demand for high-end hot tub breaks at domestic holiday company Hoseasons.

Bubble bookings from family groups are up 20% year on year for the self-catering specialist, with loved ones treating themselves to precious time together in lodge locations just a short drive from home.

Simon Altham from Hoseasons thinks a number of factors have contributed to the surge, not least the trend for holiday 'snacking', where families make the most of multiple and varied holiday experiences, often in the form of convenient short breaks.

He said: "We've known for a while that families want to take shorter, more frequent breaks, but these figures clearly show that doesn't mean compromising on quality.

"Hot tubs provide a real 'wow' factor for customers looking to book a weekend away - especially those celebrating a special occasion like a birthday or anniversary. The bubbles add that extra element of fun while also delivering an affordable luxury experience they can't get at home.

"Ongoing investment in accommodation and facilities means many lodges now have top of the range tubs with different power settings and mood lighting, all of which increase the indulgence as part of a really relaxing short break."

News of the bookings surge comes two weeks into Hoseasons Hot Tub Month – a promotional campaign highlighting the appeal of bubble breaks, particularly during the winter. [A new advert](#) produced to coincide with the campaign has so far seen 379,000 YouTube views since launching on November 1.

Hoseasons offers more than 3,051 lodges with hot tubs, a number which is set to grow in 2018.

The news comes on the back of a seventh record summer for Hoseasons, during which the Globes 2018 sponsor enjoyed a 15% uplift in luxury lodge bookings.

For more information about Hoseasons visit www.hoseasons.co.uk or call 0345 498 6130.

Ends

Hoseasons

Hoseasons is one of the UK's leading self-catering accommodation specialists, with over 28,000 places to stay in coastal and countryside settings throughout Britain and Europe. From lodges and parks, to boats, cottages and apartments, the brand offers the widest available range of self-catering holidays in the UK. Hoseasons accommodates over 1.4 million holidaymakers and more than 73,000 pets every year. Hoseasons is part of Wyndham Vacation Rentals, the world's largest professional manager of vacation rentals business providing access to more than 110,000 vacation rental properties in approximately 550 unique destinations worldwide (NYSE:WYN). For additional information visit www.hoseasons.co.uk



For further media information please contact Mark Sowersby at the Hoseasons Press Office on 01603 706559, or at marks@shorthose-russell.co.uk