A week of luxury living for just £6: Be the first and only to book this Cotswolds private manor estate for the ultimate family reunion

Tuesday 28 September, 2021

- Vrbo® is offering one UK-based family the opportunity to reunite with their loved ones in the Cotswolds this October half term for next to nothing
- New research from Vrbo shows 91% of Brits said they missed their families more than usual due to the COVID-19 restrictions and after a tough 18 months, the average person last saw their wider family eight months ago
- Singer and member of iconic 90s band Steps, Ian "H" Watkins' has partnered with Vrbo to make a special appearance at the property for a night of 90s hits before embarking on his own Reunion tour with Steps

September 28th, London, UK – What can you do with £6? You could for instance grab a take-away latte, get a portion of fish and chips and perhaps even see a movie. But now, if you are the first person to book a stay at this property on 6th October 2021 you can also invite your whole family to a luxury 35-acre manor house for 6 nights and live the ultimate family reunion. Yes, you read that correctly, this October half term, Vrbo wants to bring some joy to a family in the UK who has had to endure long periods of time apart and restricted visits, with the ultimate family reunion trip.

Set your alarm clocks for midday on the 6th
October 2021 as only one lucky family will be living it up in luxury for a week and be able to reunite for the trip-of -a-lifetime at a surprisingly wallet-friendly price, thanks to global expert in family holiday rentals, Vrbo.

The exclusive UK holiday rental will go live at noon on 6th October 2021 under this link, and the first who books the property on this day will enjoy the whole manor estate with their loved ones for just £1 a night during the school half-term week only (22nd to 28th October 2021), saving an impressive £15,000 for their 6 nights stay.* Once the property has been booked by the first person, that's it, there will be no further dates listed at this drastically low price.

The family that snaps up the once-in-a-lifetime family reunion trip will stay in a fully restored luxurious manor house, which sits on 35 acres of gardens including a lake, croquet lawn and copious amounts of fresh lavender. Dreamy, right? The lucky family will also have access to the entirety of the private estate, which sleeps up to 15 guests with 8 bedrooms and has 6 bathrooms – 5 of which are en-suite.

The fun doesn't stop there though, as Vrbo has partnered with the ultimate reunion expert, singer and member of Steps, Ian "H" Watkins, who will be making a surprise appearance to help the family relive the 90s during an exclusive musical evening, before he heads out on the Steps Reunion tour. *(All guests will need to present a negative COVID-19 PCR test 2 days prior to the respective event day, plus a negative Lateral Flow Test on the night of the event).*

Family reunions have never been more needed than they are today. According to research conducted by Vrbo, the average UK household last saw their wider family eight months ago, with many families saying their only means of catching up was by touching base via video calls (65%) at least once a day (20%) to ensure some sort of face-to-face time with their loved ones.

Even though the pandemic has affected our ability to see loved ones face-to-face frequently, the research does show that it has helped strengthen family relationships too, with over a third of families surveyed (38%) saying they have had more contact with their wider family during lockdown than they did before the pandemic; due to the levels of concern about their wellbeing (41%) and ensuring they weren't feeling lonely during this time (40%).

Karen Mullins from Vrbo says: *"We know how difficult it has been for many families across the UK to see their loved ones, especially if you're part of a larger family too. Therefore, at Vrbo, we wanted to provide one family with the opportunity to have an unforgettable reunion trip during one of the busiest travel periods, at a cost that will appeal to all families."*

With 91% of families in the UK saying they have missed their wider family and a quarter (25%) of them saying that getting the wider families' schedules together has been the biggest pain point for them – Vrbo hopes that providing one lucky family with this once-in-a-lifetime Cotswolds stay for just £1 per night

Media:









Related Sectors:

Lifestyle & Relationships :: Travel & Tourism ::

Related Keywords:

Travel :: Staycation :: Holiday Rental :: Family Travel ::

Scan Me:

will help offer a reunion this half term to make ever-lasting memories together.

Notes to editors:

Link to book: https://hotw.re/VrboHReunion

Booking goes live at midday 6th October 2021 for week of 22nd – 28th October 2021

One booking available for one family. Once the property is booked for the week, there will be no further booking at this reduced price of £1 per night

*Based on the property's advertised average nightly rate of £2,515 (as per 14th September 2021)

About Vrbo

In 1995, Vrbo introduced a new way for people to travel together, pairing homeowners with families and friends looking for places to stay. We were grounded in one purpose: To give people the space they need to drop the distractions of everyday life and simply be together. Since then, we've grown into a global community of homeowners and travellers, with unique properties around the world. Vrbo makes it easy and fun to book cabins, condos, beach houses and every kind of space in between.

© 2021 Vrbo, an Expedia Group Company. All rights reserved. Vrbo and the Vrbo logos are trademarks of Vrbo.

Research methodology

An online survey was conducted by Atomik Research among 2,003 respondents from the UK – all parents with at least one child under the age of 15 who had travelled with them in the past 3 years. The research fieldwork took place on 30th July – 3rd August 2021. Atomik Research is an independent creative market research agency that employs MRS-certified researchers and abides to MRS code.

Company Contact:

Vrbo

E. vrbo@hotwireglobal.com
W. https://www.vrbo.com/en-gb

View Online

Additional Assets: