HERBERT WOODS HOLIDAYS WELCOMES DOGS ACROSS THEIR CRUISER FLEET

Friday 8 January, 2021

From 2021 holidaymakers can book any Herbert Woods holiday cruiser on the Norfolk Broads and their pet pals are welcome. With the demand for pet-friendly holidays increasing, the team at Herbert Woods decided to make every boating holiday they offer pet-friendly from 1st January 2021 onwards.

Holidaymakers planning a Herbert Woods cruising holiday no longer need to check if the holiday they wish to book allows pets, all hire boats are pet friendly.

John Butler, Chairman at Herbert Woods, based on the Norfolk Broads, confirmed “We have seen a big demand for pet-friendly holidays and customers wanting to bring their four-legged friends with them on holiday, so we, as a company, have decided to change and go 100% pet friendly.”

Herbert Woods’ pet-friendly policy means all are welcome, from parrots to tortoises and others, as well as dogs. There is a maximum of two pets per cruiser and the charge is £35 per pet for the duration of the holiday booked. Holidaymakers are asked to bring all their pet bedding, toys, food, cleaning equipment, medical kit and vet contact information with them, this will ensure that any stress the pet may feel is reduced by being surrounded by familiar items. Details of local vets in Stalham and Wroxham can also be provided from our reception or found online. The goal is that every pet should love their holiday just as much as the humans.

The majority of Herbert Woods’ pet guests are dogs. However, they have also welcomed cats, budgies, hamsters and ferrets to the Broads.

For holidays on water, investing in a doggie life jacket is a must. A lifejacket will keep dogs safely afloat and the handy grab handle is an essential to get them easily back on board. Herbert Woods do supply doggie life jackets which are available upon check in and work on a first come first served basis, however it is recommended to buy one ahead to make sure it’s the correct fit and that the family dog is ready for their holiday. A bright colour makes it easy to spot them in the water too.

Herbert Woods also provides information on the 190 miles of walks in the Norfolk Broads National Park, where many of the pubs are happy to host well-behaved dogs. The Dog inn at Ludham heads a list of nearly 30 pubs which open their doors to dogs with their families.

This decision to offer 100% pet-friendly boating holidays will be welcomed by dog owners booking holidays in the UK, as confirmed by 2018 data on attitudes towards holidaying and pets in the United Kingdom.

A 2019/2020 survey estimated that 23% of UK households have a dog or dogs. And of those households…

? 83% of dog owners feel guilty about leaving their dog at home
? 22% go so far as to say they wouldn’t enjoy their holiday without their dog
? 56% choose to travel with their dog as they enjoy their holiday more with them
? 67% plan their breaks around their dogs
? 40% think their dogs deserve a break too
? 21% will do FaceTime calls with their dog
(source: Statista)

The trend for UK staycations continues to be strong in 2021 for a number of factors including the pandemic and uncertainty about Brexit impact on travel to the EU. Taking a pet into the EU is likely to be more expensive and complicated and will drive holiday decision making in favour of UK staycations (source: The Express).
A 2020 study showed that in the 25-49 age group, 30% say they would consider swapping a holiday abroad for one in the UK to reduce the impact of travel on the environment (source: YouGov).

Herbert Woods, a legacy

Herbert Woods, son of Walter Woods, began to expand the fleet of Broads cruisers in 1929 from the family boatyard in Potter Heigham, Norfolk, in the heart of the Norfolk Broads. After Herbert Woods’

Media:







Related Sectors:

Environment & Nature :: Farming & Animals :: Leisure & Hobbies :: Lifestyle & Relationships :: Media & Marketing :: Travel & Tourism ::

Related Keywords:

Pet Friendly :: Pet Friendly Holidays :: Norfolk Broads :: Broads Holidays :: Boating Holidays :: Broads Holidays ::

Scan Me:

death in 1954 the firm continued to operate under new owners. The current owners, since 2010, are proud guardians of Herbert Woods' legacy and have restored the Herbert Woods brand name on all the boats. They also continue to expand the fleet of cruisers and picnic boats in true Herbert Woods spirit.

Award-winning holidays on the Norfolk Broads

In 2015 Herbert Woods was awarded the EDP Visit Norfolk Tourism Award for 'Best Broads Holiday Experience' and became the first Broads boatyard to achieve British Marine & Visit England Quality Accredited Boatyard status. Herbert Woods continues to receive TripAdvisor's 'Certificate of Excellence' year on year for high levels of customer service.

To discover a classic UK staycation visit Norfolk Broads Holidays, and for more information on holidaying with pets please visit Pet-Friendly Boating Holidays.
For booking or holiday enquiries please contact a member of the Herbert Woods customer service team on 0800 144 4472.

Get in touch

For media enquiries or press trip requests please contact James Brooks at Herbert Woods jamesb@herbertwoods.co.uk or call 01692 670711. You can find us or write to us at: Herbert Woods, Bridge Road, Potter Heigham, Great Yarmouth, Norfolk, NR29 5JF.

Company Contact:

Herbert Woods - Broads Holiday Adventures

T. 0800 144 4472
E. ryanj@herbertwoods.co.uk
W. https://www.herbertwoods.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.herbertwoods.pressat.co.uk