

# KIDS IN DRIVING SEAT WHEN IT COMES TO FAMILY HOLIDAYS

Wednesday 7 August, 2013

A major hotel chain has launched a package to put kids in the driving seat following research showing three quarters of parents now seek their approval before booking the family holiday.

To make sure it's a summer holiday to remember, Holiday Inn and Crowne Plaza's 12 London hotels have launched the VIK (Very Important Kids) package which, along with free stay and meals, includes a dedicated kid's room service line giving them mocktails, kid's snacks and films on demand.

Launched at the start of the hottest summer for a decade, the package also celebrates the rise of the staycation, with the hotels already reporting a 58% rise in bookings compared to the same periods in 2011 and 2012.

Jon Beecroft, General Manager at Holiday Inn London Kensington Forum, said: "Children no longer take a back seat when it comes to decision making and with parents feeling the pressure to juggle a busy work and family life, I'm sure the extra help with decision making is extremely welcomed.

"We think it's great that kids are making sure their summer holiday is fun and wanted to celebrate by putting them in the driving seat – literally. British families are embracing the capital more than ever this year, and with so many attractions to keep them entertained, it comes as no surprise."

To find out more or to make a booking please visit: <http://www.tophotelloffers.co.uk/vik0813>

Ends

\* <http://www.emeraldinsight.com/journals.htm?articleid=1648550&show=html>

Kids Week is running throughout August and offers all children free entry to top London shows <http://www.kidsweek.co.uk/>

## Notes to editor

IHG UK & Ireland Managed Estate

IHG UK & Ireland Managed estate is an owner managed estate which offers guests great branded hotels in prime locations, which are perfect for business and leisure as well as meetings and events.

With over 65 Holiday Inn and Crowne Plaza hotels throughout the UK & Ireland you really will be spoilt for choice. The hotels are perfect for a much needed break or a fun weekend, whether you're travelling with the whole family or just the two of you, IHG have everything you need for a relaxing and comfortable stay.

## About Holiday Inn

Holiday Inn offers today's business and leisure travellers a dependable, friendly service and modern attractive facilities at excellent value for money. You'll find them throughout the world – in small towns and major cities, along quiet streets and near bustling airports – because Holiday Inn hotels are always conveniently located.

Holiday Inn provide guests with the services business travellers need, while also offering leisure travellers a comfortable, casual atmosphere where they can relax and enjoy amenities such as restaurants, room service, swimming pools, fitness centres and comfortable lounges. And to help your holiday go further, kids eat free at all Holiday Inn hotels.

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