



# SEA-BAND

**The world has changed a lot in the last 12 months!**  
We asked 1500 parents what is influencing their holiday choices and why

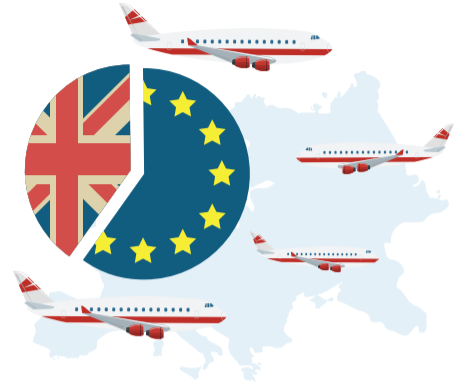
## THE CHOICE



This year, a **fifth of women** chose their holiday destination based on **security concerns**



Almost **half of us** plan to holiday at home this year, continuing the trend for **'staycations'** in the face of the falling value of the pound



We may want to leave the EU but Europe remains as appealing as ever, according to nearly **40% of Brits** who are planning to **holiday on the continent** this summer

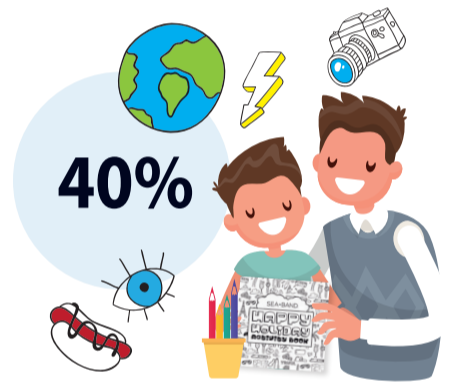
## THE JOURNEY



**40% of parents** find keeping children entertained is their **greatest concern** while travelling



**One in 10** parents **fear** their child getting **travel sickness** while travelling in a car



**40% of parents** rely on **colouring books** to keep children entertained whilst travelling during holidays

## THE HOLIDAY



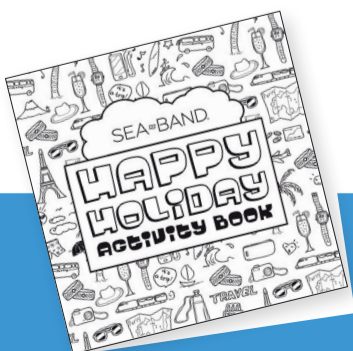
Since having children, one in five **parents don't find holidays relaxing anymore**



Almost 25% of us have **sunburn** as our **greatest worry** whilst on holiday



**A quarter** of parents see family holidays primarily as an opportunity to take photos and **selfies to share on social media**



Download our colouring book to keep your children entertained and finally wind down!

