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Brits get their taste for adventure

Travel

A new survey shows that Brits are becoming more adventurous. Sarah Marshall reports

FOR many years, Brits have had an unfair reputation for being unadventurous travellers. Stories abound about holidaymakers who've been visiting the same resort for the past 25 years, asking for the same room and – on occasion – even requesting the same table for dinner.

But if the results of several new surveys are anything to go by, all that could be about to change.

According to research from accommodation website Booking.com, three quarters of us are seeking something weird and wonderful when booking a short break in the UK.

When asked what their ideal “out of the ordinary” accommodation might be, 70 per cent of the 2,000 people taking part in the survey said they'd like to stay in an historical building such as a castle.

A smaller percentage (13 per cent) said they like to be able to live out a childhood fantasy when holidaying in the UK. The mind boggles at what that might actually be, but with the surge in inquiries

for treehouse lodgings (such as Center Parcs and Chewton Glen Hotel and Spa) and shepherds' huts (thanks in part to Liz Hurley purchasing one for her 11-year-old son), it seems Brits are definitely becoming more playful when booking their breaks.

Booking.com supports this view, with an increasing number of visitors to the site searching for more surprising stays. Examples include The Llamas Pyjamas B&B, in Penrith, a South American-themed hotel, in the Lake District, where guests can enjoy trekking with llamas

and a birds of prey experience, a converted railway station, in Petworth, or “Hobbit” pods at [Camp Katur](#), in North Yorkshire.

But it's not just on home soil that we're learning to be braver. Banishing the stereotype that Brits will only order fry-ups from picture menus, a survey by travel search site Momondo suggests we're willing to try more unusual cuisine when abroad. More than half (63 per cent) said that good food was essential

to an enjoyable holiday, and 26 per cent said they preferred to try unusual dishes in a country.

Remarkably, only 15 per cent said they preferred to stick with food they were already familiar with.

“The Brits are culinary-curious people – both when it comes to travel destinations, and experiences while away. This study reflects how food is the focal point for many of us when we travel,” says Julie Pedersen, travel spokeswoman at Momondo.

“Food is a natural part of the sensory experience, so it follows that travellers want to taste different things when in new and exciting places. Cooking is so often an expression of culture and travellers can experience something closer to the local experience, by eating local cuisine.”

So as our appetite for sampling new things continues to grow, hopefully those stereotypes of conservative, play-safe travellers will disappear once and for all.



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Late deals

AUSTRIA SKI: Esprit Ski (espritski.com; 01483-791-900) offers seven nights in a catered chalet in Obergurgl (half-board) from £374pp (two adults and two children). Includes flights from Gatwick on March 16, transfers, free babysitting, free ski hosting.

TENERIFE: Broadway Travel (broadwaytravel.com; 0800-011-4621) offers seven nights (B&B) at the five-star Mediterranean Palace from £339pp (two sharing) – saving 40 per cent. Includes flights from a choice of UK airports on dates in April to June, September to October.

FUERTEVENTURA: Directline Holidays (directline-holidays.co.uk; 0800-088-7018) offers seven nights at the three-star Broncemar Beach Hotel (all-inclusive) from £289pp (two sharing) – saving 41 per cent. Flights from a choice of airports on dates in April and May.

BUDAPEST: Je2holidays.com offers three nights at the three-star Benczur (room only) from £197pp (two sharing). Includes flights from East Midlands on March 14.

TURKEY: Travelzoo (travelzoo.com) offers seven nights at the Goldcity Tourism Complex (all-inclusive) from £299pp (two sharing) – saving up to 43%. Includes flights from a choice of six UK airports (London, Birmingham, Leeds Bradford and Manchester) on select dates from April 1 to May 7 and September 26 to October 17.



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