



Press Release

11 May 2010

Active breaks hit the mark with families

An ever increasing number of families are choosing to get active together when taking a family holiday as April has seen a surge in bookings for active breaks. Gurnard Pines near Cowes, on the Isle of Wight, is reporting a 30% increase in bookings for April over last year, which itself was a record.

The mild spring weather certainly helped but Gurnard Pines puts its success down to the new Go Active Breaks collection it offers in partnership with self-catering market leaders Hoseasons.

"We've seen families of all ages take advantage of the many activities on offer at Gurnard Pines," said Kevin Darvill, commercial manager at the resort. There is a wide variety of activities for all ages and abilities with everything from swimming and tennis to skip-hop and water walkerz, one of the most popular activities where guests can walk on water inside a giant hamster ball.

What sets Go Active Breaks apart is the range of professional coaching available in popular Olympic sports such as archery, fencing, table tennis and snorkelling. With sessions lasting 90 minutes, participants get a real feel for the sport and as the coaches are trained to National Sports Governing Bodies standards. "It means that families can get easy access to a wide range of sports activities in a safe and friendly environment," continues Kevin.

Getting younger children interested in sport is a real priority and Gurnard Pines offers a large variety of activities for toddlers, an age range which is often not well catered for. There's everything from swimming lessons with ASA approved teachers to indoor and outdoor children's play areas, an Ofsted approved crèche and Fundamentals, developed by British Gymnastics for under 6's which has been designed to help young people enjoy physical exercise.

And if all that sounds like too much work, there are other more relaxing activities like yoga, petanque, short mat bowls and gymnastics for over 55s. And if tranquillity is high on the agenda, there is a range of in-lodge massages, holiday homes with private outdoor hot tubs and many golf courses nearby.

Simon Altham, product director for Hoseasons added "We've been overwhelmed by the demand we've seen for our Go Active Breaks parks boosted undoubtedly by a desire from families to lead a healthier lifestyle and try out new active experiences together whilst on holiday. Feedback from our customers who've already been to Gurnard Pines this year has been very positive and it is clear that the traditional 'fly and flop' overseas package holiday is starting to lose its appeal as many customers opt for adventure and activity based breaks".

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The Isle of Wight is an ideal destination for an active break with breathtaking scenery and plenty of activities from high adrenaline like sailing, water sports and paragliding to discovering the beautiful coastline and countryside on foot, bike or horseback. The celebrated Isle of Wight Walking Festival takes place from 8 to 23 May with over 256 guided walks and Gurnard Pines will be giving every family during the fortnight a free walking guide.

Prices for a short break in May start from £199 or in June from £299 for a family of up to four in a spacious and modern holiday bungalow or lodge including return car ferry travel. With a choice of a three night weekend break or four night midweek break, plus free sports coaching on holidays starting up to 17 May, more families can put a spring in their step.

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NOTES TO EDITORS

Gurnard Pines offers family holidays and short breaks in a private 55-acre woodland setting near the lively yachting capital of Cowes in spacious, modern Bungalows and Pine Lodges, some with their own private outdoor hot tub.

Open all year round, Gurnard Pines offers its guests a number of high quality leisure facilities including a 25m heated indoor pool, seasonal outdoor heated pool with splash water play area, a well equipped gym, two floodlit tennis courts, a fitness studio, indoor soft play centre, outdoor adventure play area, crèche and family bistro bar. Go Active is available all year and coached activities start from £3.75 for a 90-minute session.

The £199 holiday price shown is based on a 4-night Midweek (Mon-Fri) or 3-night Weekend (Fri-Mon) break starting on 14, 17, 21 & 24 May 2010 for 4 people in a Classic 2-bedroom Bungalow with return car ferry crossing with Red Funnel from Southampton to Cowes. £299 price is based on 14, 18, 21, 25 & 28 June. Special offers for 7-night holidays and other dates are also available.

Gurnard Pines is rated 4 Star Self-Catering by Enjoy England, holds the Gold David Bellamy Conservation Award and has a Welcome to Excellence accreditation. As members of the BH&HPA, Tourism South East and the Isle of Wight Chamber of Commerce, Gurnard Pines aims to offer market leading holidays in a smaller, friendly resort with a priority on the customer experience where 3,500 families enjoyed a holiday last year.

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