

## **A third of 25-34 consider wellness holidays for their European short break**

- 76% of Brits said they would consider a European short break in the future
- A quarter (25%) of Brits would opt for a health and wellbeing activity or occasion\* when considering a list of potential activities on a European short break
- Wellness escapes were in the top half of the list with over a third of 25 to 34 year olds stating they would consider this for their European short break compared to 14% of 55+

A recent survey by James Villas found that 76% of Brits said they would consider a European short break at any point in the future. Of those, a quarter (25%) said they would be interested in health/wellbeing activities\*.

And it's younger Brits who are most tempted by a few days away, with 84% of 18 to 24 year olds considering a European short break at any point in the future. Wellness escapes\* appeared high on the list of activities they would jet off for with just over a third (34%) saying they'd consider a health and wellbeing break as opposed to other activities including stag/hen dos (28%) and golf holidays (3%) for instance.

With day to day life, limited annual leave, work and family commitments making it harder to utilise weekends and bank holidays, there's no surprise that Brits are trying to escape for a few days in the sun. Plus, with increasing life stresses back home, it's easy to see why there's the demand for some time away for some well needed rest and relaxation.

With 42% of those who said they'd consider a European short break, saying they'd choose a villa as their accommodation, there's even more reason to book with James Villa Holidays.

Holiday Resorts including Pine Cliffs Resort in the Algarve and La Manga Club, Costa Calida are the perfect base for a few days rejuvenation. With onsite spa and beauty facilities to gyms, restaurants, sports facilities and even laundry services a Holiday Resort offers the perfect place to enjoy a wellness retreat.

James Villa Holidays have 55 Holiday Resorts across 21 destinations including Europe, the Caribbean and Florida.

- A three night break to Pine Cliffs Holiday Resort in Algarve is £459pp departing on 27<sup>th</sup> September 2020 including flights from London Stansted
- A four night break to Sotogrande, Costa del Sol is £499pp based on 6 sharing departing on 6<sup>th</sup> June 2020 including flights from London Gatwick
- A four night break to La Manga Club, Costa Calida is £329pp based on 6 sharing departing on 2nd May 2020 including flights from London Gatwick



*Prices correct as of 15/10/2019.*

## **Ends**

### **About the research**

James Villa Holidays research is based on an online survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2018 GB adults. Fieldwork was undertaken between 25th - 26th April 2019. The figures have been weighted and are representative of all GB adults (aged 18+).

\*Health and Well being activity or occasions (also referred to as wellness escapes) were defined as spa, treatments etc. (excluding yoga).

### **About James Villa Holidays**

As the UK's leading villa holiday company, James Villas has been providing villa holidays for over 35 years. Founded in 1984, and starting with just one villa, they now have 3,000 villas in over 60 destinations. From European destinations such as Spain, Portugal and Greece to further flung destinations including Florida and The Caribbean, there's a wide range of choice. Also offering flights, car hire and other extras including transfers and airport hotels, they take care of the little things to provide the full package holiday experience. James Villa Holidays are a part of Awaze – Europe's leading managed vacation rentals and holiday resorts business.