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## **PARENTS WANT 'EDUTAINMENT' FOR THEIR FAMILY HOLIDAYS**

FAMILY holidays have become big business with high-end resorts targeting multi-generational travellers to capture the kids and seniors' markets and everything in between.

Travel Associates' David Lovelock said the family holiday was carving itself a new reputation in the luxury travel sector with an increasing number of resorts and hotels turning their attention to cashed-up travellers looking for unique experiences.

"Discerning travellers want more than just the standard kids club or the child minding services of an in-house crèche if they are taking their children on holidays," David said. "Parents are on the lookout for resorts that offer experiential, cultural and interactive activities for their children no matter how young or old their offspring are. "We're finding resorts that offer educational activities or have spectacular design elements like Atlantis in Dubai are also luring families abroad."

Mr Lovelock said the Kahala Hotel and Resort in Hawaii with its interactive dolphin training and feeding program designed to let children get up close and personal with the resort's six bottlenose dolphins, was a good mix of 'edutainment'.

"Children love to be outdoors and if possible interacting with wildlife. Resorts like the Shangri-La's Rasa Ria Resort in Kota Kinabalu provides children with a Borneo-jungle experience complete with a private hotel reserve that is home to baby orang-utans, deer, porcupines and bearcats. Half-day programs encourage children to help rangers with feeding and general animal welfare on the reserve."

David said that these days, family packages offered a range of free or paid-for inclusions for adults and children.

"We're seeing a wide choice of new fee-based services such as spa treatments and cooking classes now available for the littlies. These fee-based services were once reserved for the adults but now are being increasingly enjoyed by both parents and children," David said. "Grandparents and children can enjoy a cooking class or learn a traditional form of craftwork together."

“Holidays no longer need to be a challenging experience for families with resorts going out of their way to satisfy the most curious of Generation Z traveller or active older traveller.”

For further information on family packages contact Travel Associates on 1800 044 066 or log onto <http://www.travel-associates.com.au/>.

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