
FORGET FIVE-STAR HOTELS AND EXOTIC RESORTS, KIDS WANT TO GO BACK TO BASICS THIS HALF-TERM

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New research from Cartoon Network reveals kids choose camping and caravanning over expensive hotels and luxury getaways

A nationwide survey of 6-12 year olds has revealed parents could be unnecessarily spending over the odds during the holidays, as kids shun expensive resorts and fancy hotels for more authentic adventures.

Commissioned to mark the launch of an all-new series of Ben 10 premiering on Saturday 8th October at 10am on Cartoon Network, the research found that a fifth (22%) of school-age kids say their perfect getaway is the seaside whilst one in six (16%) like adventure holidays - compared to just 14% who think luxury beach resorts are the ideal escape.

The study revealed one in ten (10%) kids want to go camping and 6% want to spend the night in a caravan or motorhome during half term, more than the 5% who picked a five-star hotel as their accommodation style of choice.

And there's a clear difference between what parents think their kids want to do and what they actually want to do whilst they're actually on the trip.

Half of parents (50%) spend time organising meals at nice restaurants for their family, yet only 3% of kids say they enjoy eating out during the holidays. And nearly a quarter of parents (23%) arrange attendance at expensive fireworks displays despite less than 2% of kids showing an interest in them.

Instead, kids are still enjoying traditional holiday pastimes such as building sandcastles (8%), toasting marshmallows on an open fire (4%) and making dens (4%).

The top three favourite activities chosen by 6-12 year olds include swimming in the sea (18%), going on fairground rides (16%) and spending time with the family (14%).

In fact, family is so important to the children questioned that 6 in 10 (59%) said their perfect half-term travel companion is their mum or dad - six times more than those who picked their best friend (10%). 6% said their siblings would be their first choice, and, like Ben Tennyson, the ultimate superhero in Ben 10, 4% said they enjoy going away with their grandparents - more than those who opt to holiday with Justin Bieber (2%), Tim Peake (1.5%) or all four members of One Direction combined (1%).

A quarter of kids (23%) say the thing they like most about the school holidays is not being in school, with a fifth (19%) saying they love going to bed later than usual. When asked what they like the least, insect bites came top (22%), followed by having to do what parents tell them to do (15%) and unfamiliar foreign food (11%).

Sean Gorman, Director of Kids' Channels UK and Ireland, Turner said: "The most fun and memorable half term experiences don't have to be expensive, exotic or elaborate. The research shows kids like simple things, and a little bit of excitement and adventure getting them out of their usual environment is worth more than a five-star hotel or Michelin star restaurant. It's also heartening to see that family

still comes first and spending time with mum, dad, siblings and grandparents appears in the top three things kids enjoy most about their holidays.”

The all-new series of Ben 10 premieres on Saturday 8th October with back-to-back episodes starting at 10am on Cartoon Network. The animated phenomenon stars a 10 year-old wide-eyed and adventurous Ben, who discovers an out-of-this-world alien-morphing watch – the Omnitrix – while on summer holidays with his Grandpa Max and cousin Gwen.

The all-new series of Ben 10 premieres exclusively on Cartoon Network on Saturday 8th October at 10am, with brand new episodes every weekend.

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Notes to editors

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About Cartoon Network:

Turner’s Cartoon Network is a universally appealing boy focused, girl inclusive channel driven by its exciting slate of surprising comedy and adventure. The programming line-up explores the relatable themes of humour, friendship, imagination, action and adventure. Cartoon Network targets boys and girls aged 6-12 and aims to champion kids being themselves through its rich mix of entertaining and globally successful content. The programming slate includes leading comedy animations The Amazing World of Gumball, Adventure Time, Regular Show, Clarence, We Bare Bears, Steven Universe and Uncle Grandpa and action-adventure shows, Ben 10 and Teen Titans Go!

Since launching as a pan-European channel in 1993, Cartoon Network now has localised services throughout Europe, the Middle East and Africa where it is available in 18 languages in more than 131 million homes across over 70 countries. Cartoon Network can also be experienced through its award-winning website, as well as via games, video on demand, mobile and an array of licensing and merchandising. Cartoon Network is a brand owned by Turner, a Time Warner company.

About Turner International:

Turner International operates versions of core Turner brands, including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. It manages the business of Pay- and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner’s global reach. Turner operates more than 180 channels showcasing 38 brands in 35 languages in over 200 countries. Turner International is a Time Warner company.