

mummypages

## MummyPages insights on Family Travel

66% of mums are planning a family holiday outside of Ireland this year

### MUM STRESS-FREE HOLIDAY TIPS

61%

of mums drive to the airport

35%

of mums only holiday when children are school-age

77%

of mums check the passports are in date on booking

59%

do laundry on holidays to save stress coming home

33%

purchase extra luggage allowance



### TRAVEL ARRANGEMENTS

80% of couples choose their holiday destination together But Mum organises most of the travel arrangements thereafter:

56%

books the holiday

68%

organises and checks all travels documents

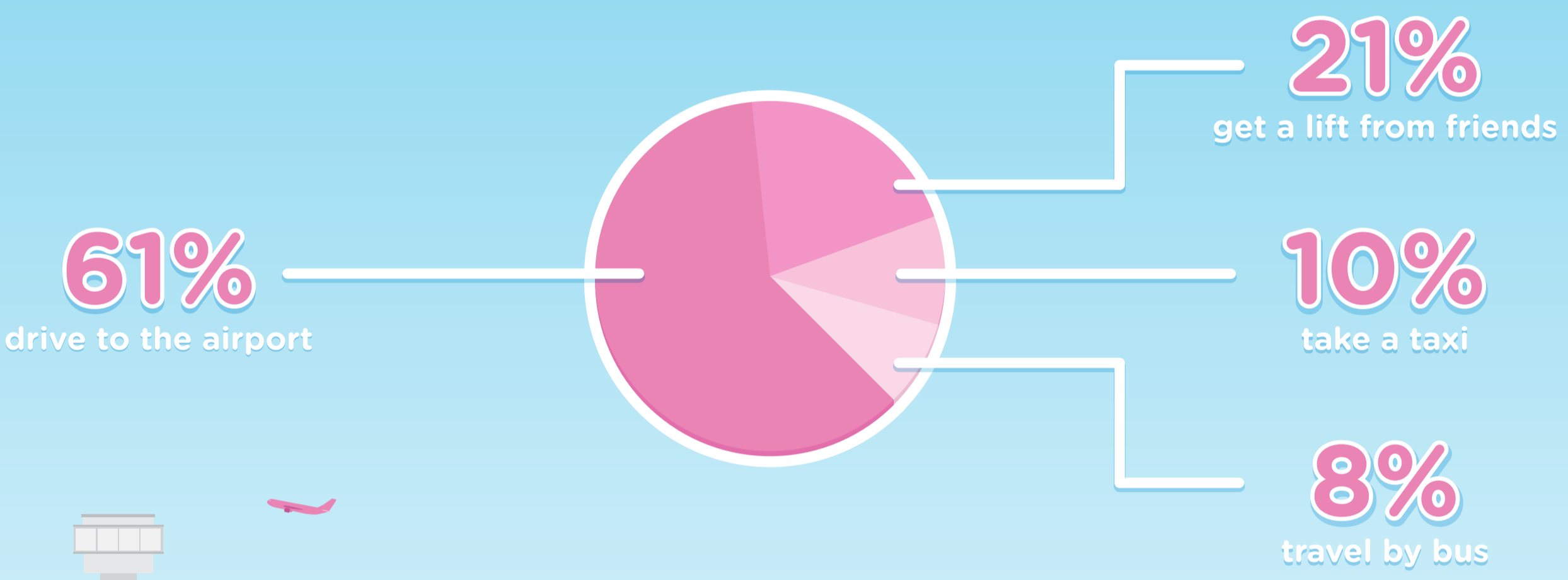
50%

books travel to and from the airport

56%

checks everyone in online

### GETTING TO THE AIRPORT



61%

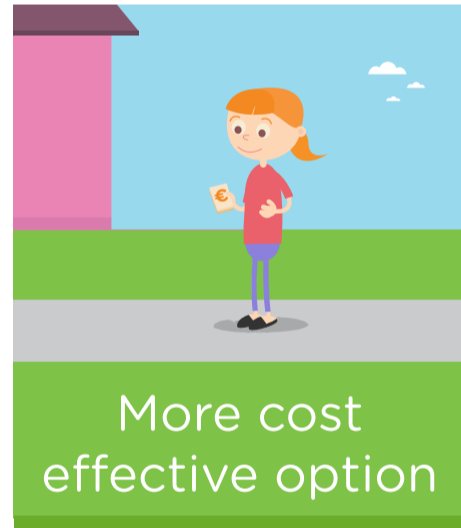
of mums use Dublin Airport Car Parks when travelling:



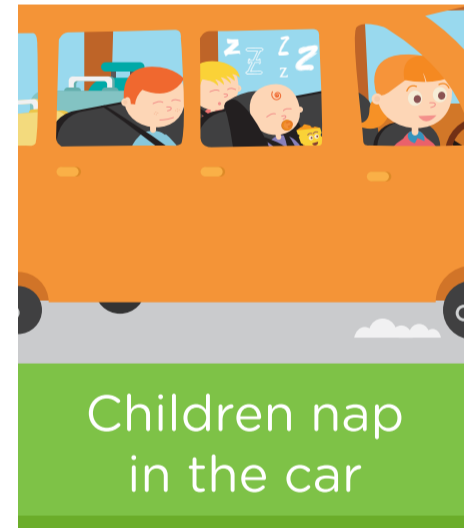
Door-to-door convenience



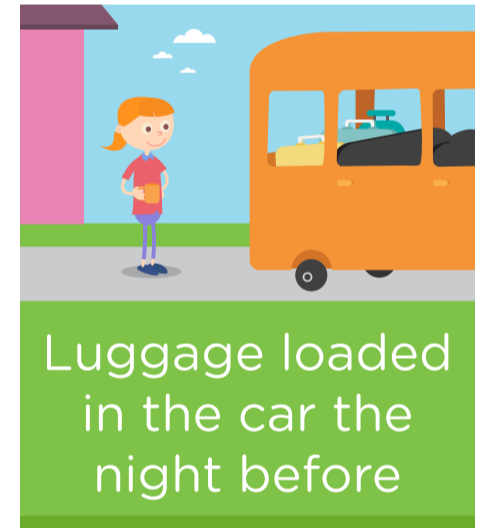
Quicker getting home



More cost effective option



Children nap in the car



Luggage loaded in the car the night before

### TIPS FOR TRAVELLING WITH YOUNG CHILDREN

#### Prepare your toddler in advance to save on meltdowns:

With one week to go, talk them through every step of their journey from going through security to staying in their seat on the plane.

#### Choosing your airline seats:

Make sure one of your seats is an aisle seat, you'll be glad when your restless toddler wants to get up and walk or asks for an item that's stored in the overhead bin.

#### Driving to the airport:

Book your car parking well in advance by going online or using the Dublin Airport App. You can book a Fast Track ticket to skip the security queue here too.

#### Plan for airport security:

Bring a light foldaway buggy for ease going through the x-ray machine. Both you and your toddler should wear slip on shoes and ensure liquids are under 100ml and in clear bags.

#### Boarding the flight:

Boarding first might seem like a good idea but that's just an extra 30 minutes in a confined space with your toddler or infant. Use space around your boarding gate to run around and tire them out.

#### On the flight:

Bring as much finger foods and toys as you can fit in your hand luggage and make sure your portable entertainment devices are fully charged.

### THINGS CHILDREN LOVE MOST ABOUT THE AIRPORT

62%

watching the planes

36%

getting a treat in Duty Free

33%

wheeling their own suitcase

27%

going through security x-ray machines



ABOUT MUMMYPAGES.IE

MummyPages.ie is Ireland's biggest community of mums. With over 600,000 unique users per month from all over the island of Ireland, MummyPages.ie engages with mums on everything from pre-pregnancy, to parenting and family life. MummyPages.ie is a part of Sheology Digital, a digital publishing house leading the market in reaching women online in Ireland.

The MummyPages.ie 'Travel Insights Survey' was conducted during May 2015 with over 500 respondents.