



IMPACT 2025

Headlines and Highlights

2025 - 2028 Strategy



Every family in the UK has the opportunity for a break.
Holidays aren't a luxury, they're a lifeline.
They build, hope, aspiration and resilience.

REACH MORE FAMILIES

Deliver 5,000 holidays annually by 2028, through referrer networks, gifted breaks and innovative models.

CHAMPION WHY HOLIDAYS MATTER TO FAMILIES

Become the UK's leading voice on family holidays through research, campaigns and sector influence.



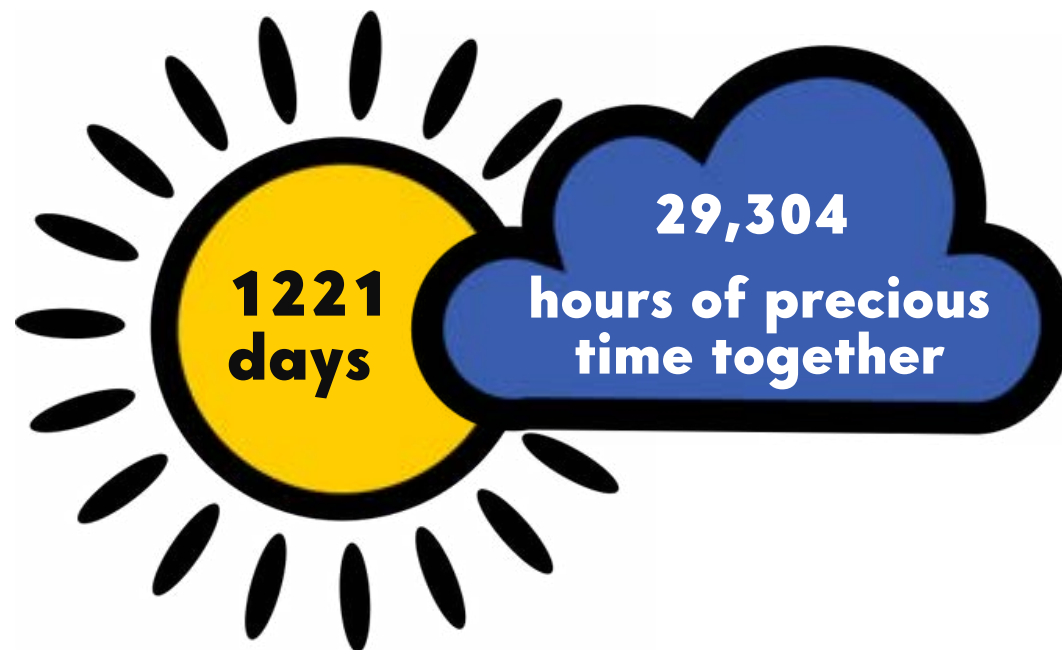
FAMILY HOLIDAY CHARITY THEORY OF CHANGE

THE DIFFERENCE WE WANT TO MAKE



2025 overview

1276 individuals in 300
families enjoyed a break



In 2025, we received referrals for over 500 family holidays – demonstrating our reach and need to expand our capacity.



- The average cost of a family holiday was **£741**



- 40% of the families supported had never had a holiday before.
- 60% had not had a holiday in 4 years or more.

Family Size



Where families choose to go on holiday

This year, the majority of families travelled from England (91%) with the remainder travelling from Scotland (9%).

Families choose where they travel to and this year's top 10 most popular destinations were:

- Skegness (Lincolnshire)
- Scarborough (East Yorkshire)
- Rhyl (North Wales)
- Withernsea (East Yorkshire)
- Skipsea (East Yorkshire)
- Burnham on Sea (Somerset)
- Barmston (East Yorkshire)
- Clacton on Sea (Essex)
- Northampton (Northamptonshire)
- Ingoldmells (Lincolnshire)
- Ayr (Scotland)
- Tattershall (Lincolnshire)

A wide range of factors influence a family's destination choice - including affordability, availability/cost, accessibility requirements, cost of travel, dates for travel, site facilities, nearby attractions.

Typically around half of all the families we support are dependent on public transport.



What families did on their holidays

Most families opted for traditional seaside breaks - and enjoyed all the activities you'd expect.

98% families tried an activity for the very first time while they were on holiday!

The most popular activities were:



61% - arcade games and rides



56% - time on the beach



46% - swimming



42% - visiting nearby towns and villages



39% visiting outdoor spaces

The opportunity to try new things while away encourages families to keep trying new things when at home, too.

68% of families have done an activity, or are planning to, since their holiday.

Families have tried or done more of the following:



63% - local community activities

42% - family board games & cards

39% - watched family movies together

35% - cooking

33% - swimming

33% - visits to outdoor spaces

28% - visits to other towns or villages

26% - visits to tourist attractions

25% - spent time on a beach

25% - indoor or outdoor sports

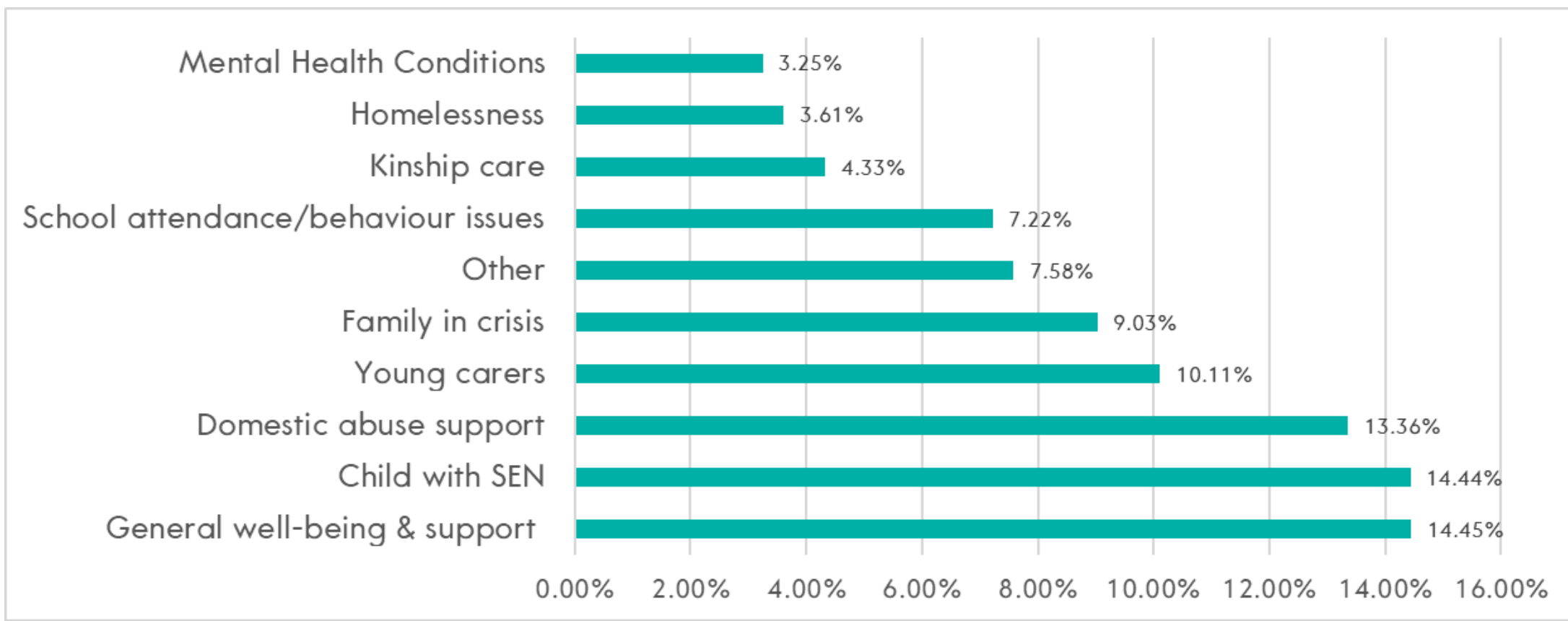
23% - arcade games and rides

21% - arts and crafts

19% - cycling

Why families are referred

There are multiple reasons families are referred for a holiday - the primary reason is identified by the referrer as part of their initial referral.



Our past research has shown us that families are typically facing around four different challenges at the point of referral - these vary year on year but in 2025 key secondary reasons for referral included: low confidence and support with isolation | general wellbeing & support | family in crisis | unemployment due to caring responsibilities | life-limiting conditions in children or adults



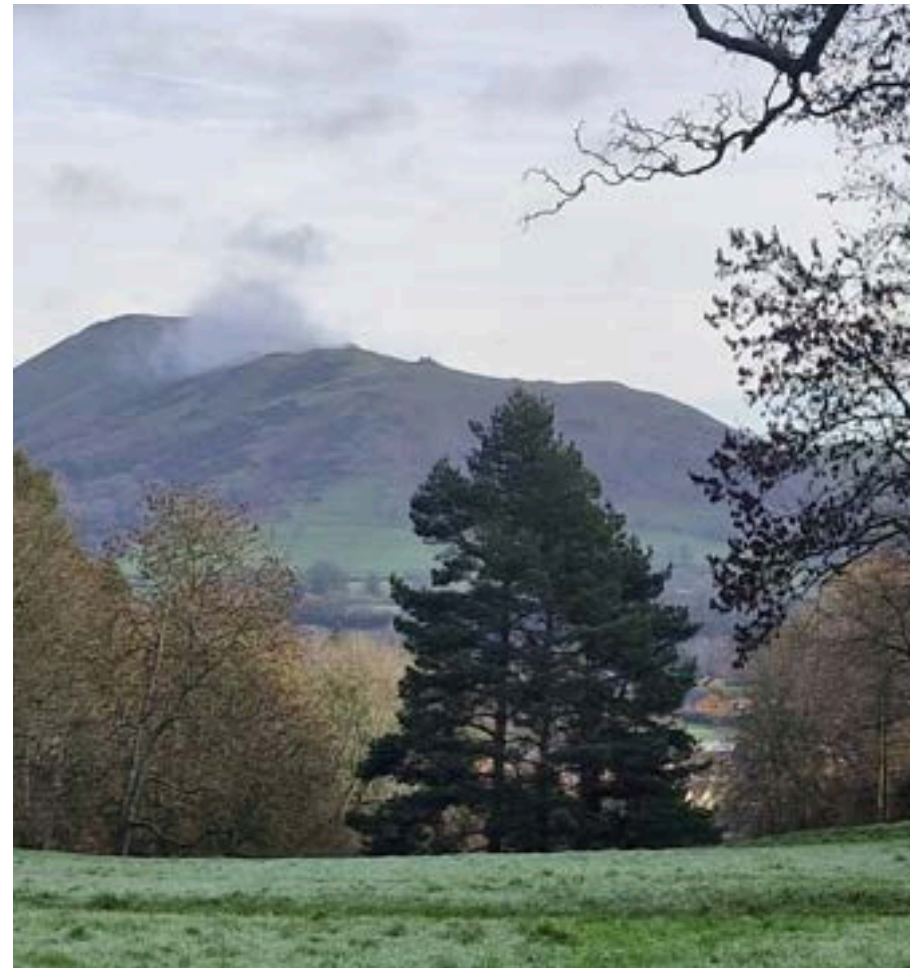
HF Holidays - the hugely respected walking holiday travel company - offered us two family breaks this summer.

In December 2025, they offered Family Holiday Charity their entire Longmynd Hotel in Shropshire for the weekend.

"Sometimes there just isn't the financial means to afford a change of scenery, and you end up feeling stuck. This holiday changed that for us. It gave me hope and motivation that still stay with me today.

I can vividly remember the beautiful view from our accommodation, the garden where we ran and laughed together, and the dinner table we shared with other families — sometimes feeling nervous, but deeply fulfilled — sharing food, stories, and moments that will stay with us forever. I'm feeling more positive about life in general...

It's given me something hopeful to work towards — and that it's worth planning and working towards moments that feed the soul".





The Christmas Break in Longmynd saw 10 families from Birmingham experience their first country break - enjoying the beautiful surroundings by going for a walk (led by excellent volunteer leaders), making Christmas wreaths, scavenger hunting and more!



Giving them a weekend away together to reconnect, play and make memories.

Inclusion - Family Size & Ethnicity

Ethnicity and Population

We monitor ethnicity of the lead family member who is travelling, to help us understand how our work is supporting communities across the UK. We use information like this to help us identify where we need to expand our referrer engagement to ensure our work is representative.

Family Size

Poverty rates are highest among those with children. Financial burden is one of the factors influencing families in our eligibility cohort, and their ability to access a break.

No of dependent children	UK population	Families we supported
1	24%	30%
2	48%	30%
3+	28%	40%

Lead family member ethnicity	Typical UK Population	Families we supported
White (1)	82%	71.84%
Mixed/Multiple ethnic groups (2)	1.5%	4.69%
Asian/Asian British (3)	9%	7.58%
Black/African Caribbean/Black British (4)	4%	10.11%
Other ethnic group (5)	2%	3.61%
Missing info	1.5%	2.17%

How people felt about their experiences

We ask families for feedback when they come back from a holiday and use this in a number of ways. Of most importance is understanding the immediate benefit and impact of a holiday on a family.

100%

Our family would like to go on day trips, outings or holidays in the future

95%

Because of the holiday, our family has had an opportunity to share stories with our peers

90%

Because of the holiday, relationships within our family have improved

79%

Because of the holiday, we (as parents/carers) feel more confident in engaging with our peers & because of the holiday, we have a new outlook

68%

We use new skills we gained from going on holiday

67%

Because of the holiday, the children feel more confident engaging with other children

58%

Because of the holiday, our family feels like part of a new community

We asked referrers for their views on how families had benefited from their break. They suggested similar responses to families:

- **89% relationships have improved in families**
- **80% families have a new outlook**
- **68% are using new skills & are more confident**



We partnered with Mellors Group who gifted day trip tickets to the ever popular Skegness attractions - Fantasy Island and Skegness Pier.



160 individuals / 40 families

[Some of the best moments were...] "being able to spend time with my family and experience something we have never done before. Being out along the seaside and having lots of fun."

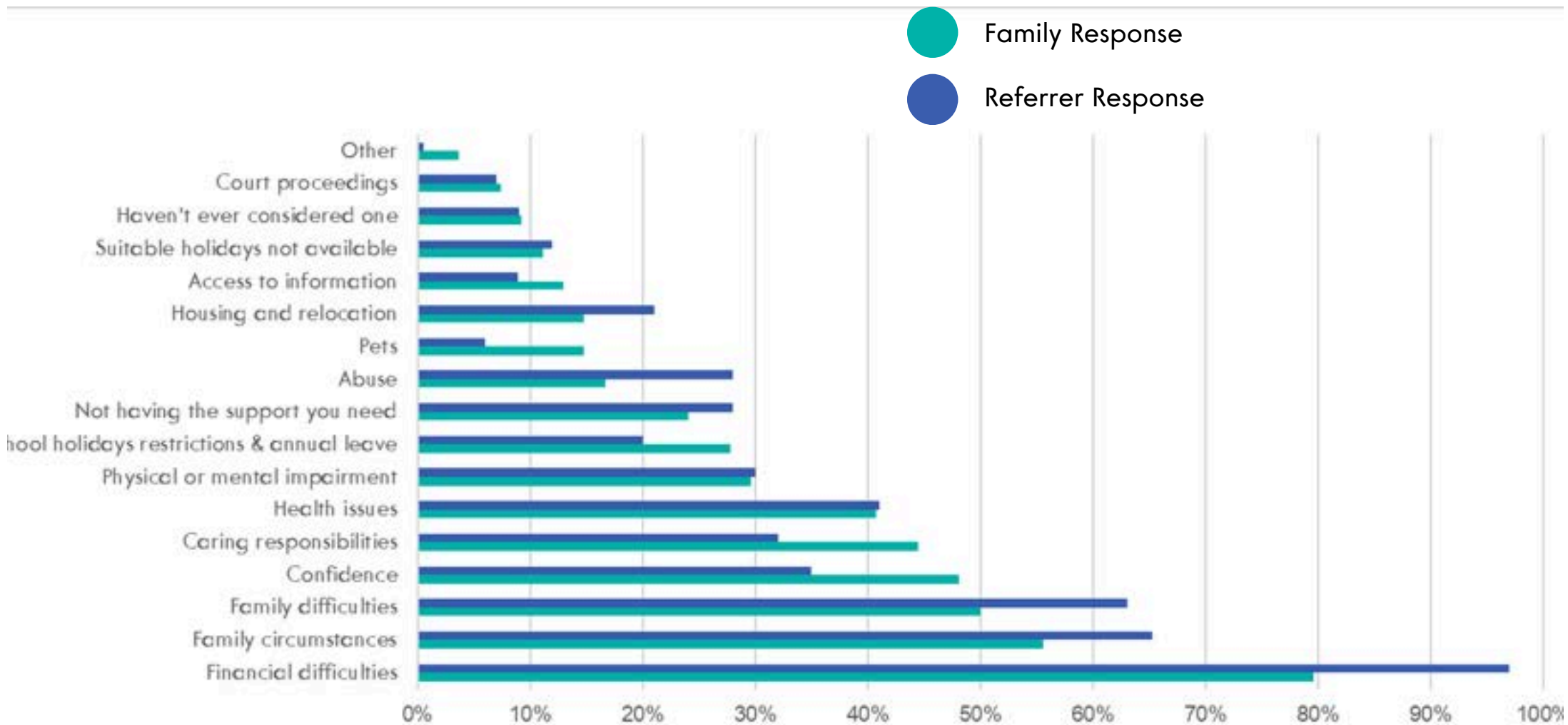
"It couldn't of been any better and I really appreciate it - thank you".



Barriers to Tourism

Every year, we ask families why they haven't had the opportunity to access tourism - defined by us as days out or holidays. We also ask the same questions of referring organisations so we are able to compare results.

While finance is always a barrier, its most interesting to note the other key factors which are barriers.





In 2025 we launched our partnership with Airbnb to support families in the UK to enjoy their first ever holiday.

The \$400,000 (£299,000) partnership will mean around 300 families are able to travel in 2026. We're also working on some joint research around tourism barriers and accessibility.

"Our vision is to transform lives with the anticipation, enjoyment and memory of a holiday. Thanks to Airbnb, more families will be able to explore, have new experiences, meet new people, and simply have fun together.

We are looking forward to working in partnership with Airbnb to take this offer even further and support this vital work."

**Rob Parkinson - CEO
Family Holiday Charity**

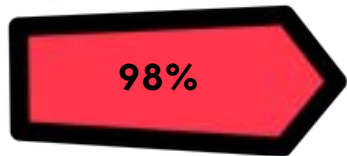


The difference a holiday makes - well-being

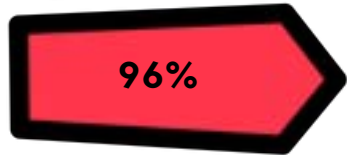
We ask several questions of families both before they go on holiday, and immediately after they get back. We have an ongoing feedback study underway to tell us more about long-term benefits.

Anticipation

A break should be fun and exciting!

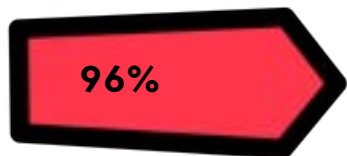


parents, guardians and carers are looking forward to the break



children feel excited about going away!

Nonetheless, it can be stressful to go away too - especially if you have never been before and don't know what to expect.



families said that the help and support from Family Holiday Charity ahead of the break has helped reduce the stress of going away

On holiday

Given that holidays can be stressful, we ask how the experience improved mental health:



parents, guardians and carers felt their mental health improved



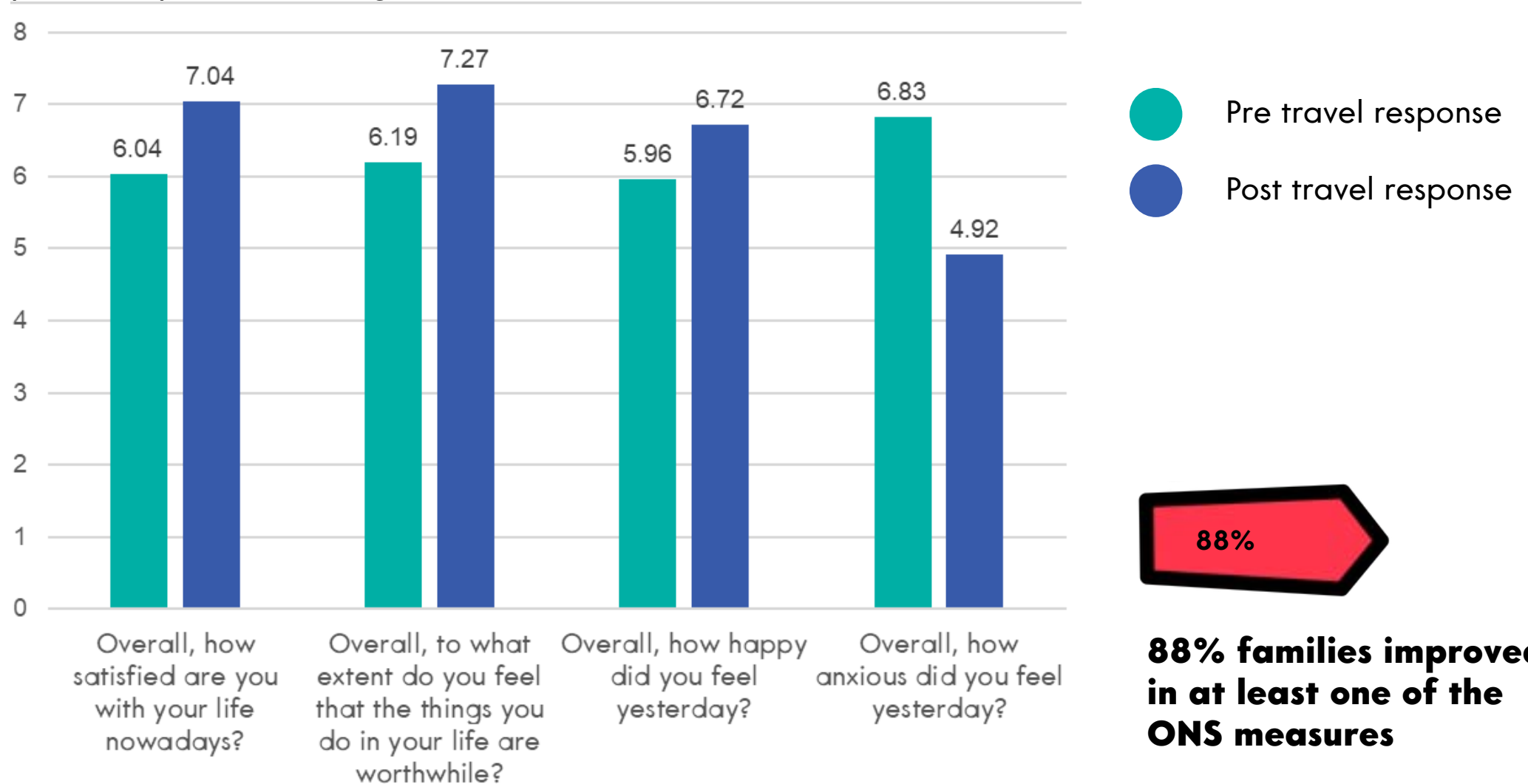
parents, guardians and carers felt that children's mental health had improved



Antony's Holiday Snaps

The difference a holiday makes - well-being

Wellbeing is a key quality of life indicator. The Office of National Statistics (ONS) produce national data sets for wellbeing around a number of key areas as part of their Annual Population Survey. We have started asking questions using these data points to benchmark - we ask the same four questions pre- and post- travelling.



Hayley's Story

I've got four children. Well, I had four children. My eldest daughter is Tegan, she's 21. Then I've got my Holly, she's coming up for 18 and is our Christmas Eve baby. Then there was our Millie who we sadly lost in a traffic accident in April. She was the loudest and the biggest character in the house. And then I've got my Ronnie James who is 14 and the only boy in the house, bless him.

And then I've got my little Mabel-Mae, my 2-year-old granddaughter, who was born with gastroenteritis and also lives with me because my eldest daughter has autism and wasn't coping very well.

Over the last three years, we've been through a lot. We lost my mother-in-law and the week I was burying her we found out my dad had stage 4 lung cancer. We were told that we'd have two years with him, but I lost him three months later. And then last Christmas, my father-in-law also died.

In between all of that, we had a house fire and had to go into rented accommodation and start from scratch.

Before Millie passed away, she had had a really hard time at school so was being home-tutored and just starting to thrive. She'd been accepted onto a beauty and therapy course in Chelmsford to start September.

This summer was the first time we'd been away together in a long time because of the cost of paying for funerals. And then the house fire crippled me financially and I had no savings left.



Hayley's Holiday

We went on holiday to a little place in Clacton called Weely Bridge. It's a lovely quiet caravan holiday park. We went swimming every day and went to the beach one day to meet up with my cousins who had a jet ski so my son went out on it; he absolutely loved that. It was just nice to see Ronnie out of his room. He's been feeling sad about Millie and staying in his room a lot at home. But on holiday he was full of beans.

I used to force the kids to sit at the table and eat family dinners but that's dwindled since losing Millie. On holiday though, we all had breakfast, lunch and dinner together which was lovely.

On the first morning we woke up to an army of ducks around the caravan and my granddaughter was ecstatic. It was a running joke that every day we were buying sweetcorn and a loaf of bread so that she could feed them. Even my son, who's a typical teenager, enjoyed doing it with her and thought it was hilarious. Mabel would say: "my ducks Nanny, my ducks" – I think she wanted to bring them home with her.

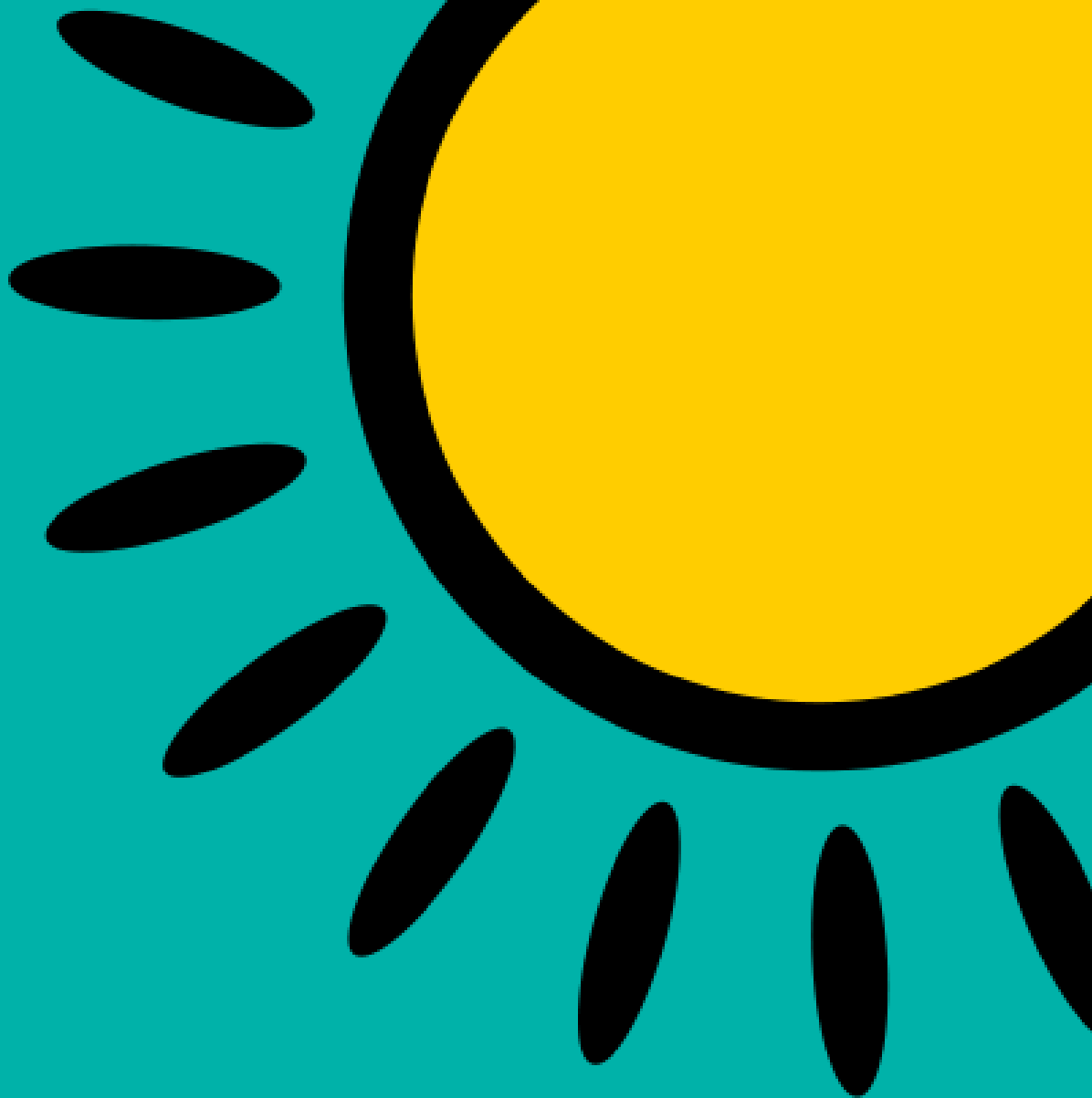
We came back from the caravan park quite refreshed. I'm not going to say we've stayed that way because we've come home to all the memories and the void of Millie not being here.

But being away took our mind off things and it has helped with the healing process.

We were a family again for a whole week and it was really nice – just doing silly things like playing board games and cards. My son loves cards and he kicks my butt every time!

The holiday helped us bond a bit more and that means a lot because, financially, I wouldn't have been able to afford it and I feel that the kids really needed it. It gave us a bit of a summer.

Now we have to restructure our lives around the fact that Millie's not here. We're getting there.



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Registered Charity No: 800262 (England & Wales)
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