



Working mums means more Aussie holidays

By NICKY PARK

A RECORD number of mothers entering the workforce has led to more families seeking holidays in Australia, a new survey has revealed.

Family travel magazine *Holidays with Kids* conducted the study of 2500 Australians and found that nearly all of them (95%) travel within the country annually.

More than two-thirds took domestic breaks with their families three or more times a year.

In 2006, a similar survey found that 60% of readers travelled domestically each year, with less than one-third of them taking local breaks three or more times.

Tourism Australia said the family travel market is the fastest-growing sector of the nation's tourism industry.

The Gold Coast and Sunshine Coast topped the poll as the most popular family holiday destinations and the NSW Tweed Coast came a close second.

The top three all boast sun, surf and sand.

According to the Australian Institute of Family Studies, the proportion of families with dependent children who have both

parents in the workforce has peaked this year at 57%.

And the Australian Government's Office for Women says 4.7 million women are now employed, with an unprecedented one million entering the workforce over the last decade.

Women's salaries have risen 25% over the last decade, providing more income for quality family holidays.

The magazine's editor, Cathy Wagstaff, said as more mothers get paid jobs and family lives become even busier, more parents, especially the mums, are organising short breaks around Australia each year.

This gives mums a chance to relax and spend quality time with their children and restore the all-important work/life balance, she said.

And, mothers who work often don't want to cook and clean during the holidays so they are opting for more luxurious holidays where they and their families can get the pampering they feel they deserve for all their hard work, Wagstaff said.

— AAP

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