



Mum's the word on family holidays

BUSY family lives have changed the way Australians travel, with more people opting to holiday in Australia, a survey has found.

Travel magazine *Holidays with Kids* found that the overwhelming majority of surveyed participants travelled within Australia each year, with more than two-thirds taking two or three trips a year.

And mothers are behind the family trend, according to the magazine's editor, Cathy Wagstaff.

"As more mothers get paid jobs and family lives become even

busier, we're finding more parents, especially the mums, are organising more short breaks around Australia each year so they can relax and spend quality time with their children and restore the all-important work/life balance," she said.

"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."

Ms Wagstaff said Tourism Australia had identified the fam-

ily travel market as one of the fastest-growing sectors in the nation's tourism industry.

Domestic tourism accounts for as much as two-thirds of the \$33 billion the industry contributes towards the Australian economy each year.

The duration and type of family holiday can vary, but with a range of options within NSW and interstate, Australian families are spoiled for choice.

Domestic holidays also have the added benefit of being cheaper than the cost of taking the whole family overseas.

KICKING BACK:
Relaxing away from it all helps parents restore the work/life balance.



QUALITY TIME: Parents want to spend time with their children on family holidays.