



Working mums opt for sun, surf and sand

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

Family travel magazine *Holidays with Kids* conducted the study of 2500 Australians and found that nearly all of them (95 per cent) 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 per cent of readers travelled domestically each year, with less than one third of them taking local breaks three or more times.

Tourism Australia says 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 desti-



Fun times: Way cool in the pool

nations, while the NSW Tweed Coast came a close third.

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 per cent.

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 past decade.

Women's salaries have risen 25 per cent over the past decade, providing more income for quality family holidays.

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

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

Working mothers often don't want to cook and clean during the holidays so they opt for luxurious holidays where they can get the pampering they feel they deserve for all their hard work, she says.