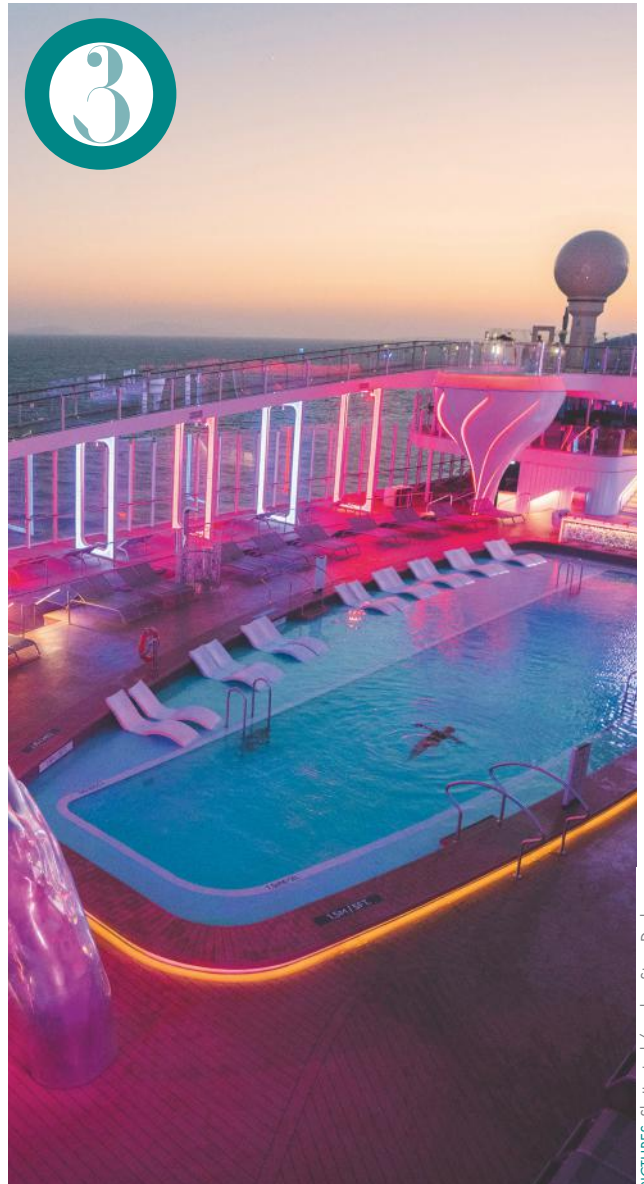


ASK THE experts

As Mother's Day nears, get ideas for selling a grown-up mother-and-daughter escape, writes **Alice Barnes-Brown**



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1 SPA WEEKEND

'PEOPLE PREFER TO DO SOMETHING, RATHER THAN BUY SOMETHING'

Stephen leads trade engagement, partner growth and agent marketing across Great Little Breaks' UK portfolio. He has worked in the travel industry since 2010, bringing frontline and leadership experience from roles including branch manager at Hays Travel, as well as senior positions in sales and operations.



Stephen Thompson
trade sales and marketing manager,
Great Little Breaks

“Many people prefer to do something, rather than buy something. We get a lot of enquiries for spa breaks and spa hotels, and are constantly trying to add more [to our portfolio]. For Mother's Day and various other occasions, more people are using our packages as gifts for loved ones.

A lot of UK hotels have invested in spa facilities and treatments. The advantage of a UK break is that clients can go away for a night or two – which is easily doable for most – and they don't need to worry about airports and passports. This is particularly helpful for older mothers who don't want to fly or who struggle with things like travel insurance.

Breaks that normally do very well for us include the Lake District Coastal Break at the Netherwood Hotel & Spa (pictured). A cream tea with prosecco is included, and clients also get 25% off all spa access and treatments. Prices start at £62.50 per person per night. One of our newer packages, the Bournemouth Spa Break (from £69 per person), is also doing well – we've secured a deal that includes a 25-minute spa treatment.

Remind clients that our packages are fully refundable up to seven days before travel. So even if they have picked a date that then doesn't work, there's nothing stopping us cancelling and rebooking it.

2 CITY BREAK

'HOTELS IN THE HEART OF CITIES MEAN ATTRACTIONS ARE ACCESSIBLE'

Gareth has been working with Osprey Holidays for more than five years and with sister brand Ski Independence for more than two decades. His sales manager role allows him to work closely with the company's product managers and forge strong connections with Osprey's trade partners.



Gareth Pilkington
sales manager,
Osprey Holidays

“With city breaks, you could have a grown-up child travelling with an older parent and there will be plenty to keep both occupied. The hotels that we feature are in the heart of cities, so agents don't have to think too much if one of the party is a little less mobile – attractions and food and drink options will be easily accessible.

Somewhere that's popular at this time of year – in fact, one of our team is taking their own mother out there soon – is Porto (pictured). They've been to Portugal before as a mother and daughter, but they're trying to get those slightly longer days and a little bit of sunshine. Plus, it's brilliant value for money.

Another popular option is Amsterdam, as mid-March is when the Keukenhof Gardens open. Giving this trip as a gift and then travelling a short time later would be our recommendation. Agents can add value by booking experiences; in Amsterdam, we can book Keukenhof excursions, which come with a free canal tour. We recommend pre-booking attractions – it means time in museums or galleries is spent looking at masterpieces, not queueing. We get lots of feedback from parents with grown-up children who say it was fascinating to see what interested their child.

3 CRUISE

'SELL TIME TOGETHER IN THE GREEK ISLES OR NORWEGIAN FJORDS'

As managing director EMEA for Celebrity Cruises, Claire leads commercial strategy and oversees the sales, marketing, commercial and revenue teams. She has spent 30-plus years in the industry, including more than a decade at Celebrity in senior roles that have shaped the line's growth and strengthened partner relationships.



Claire Stirrup
managing director EMEA,
Celebrity Cruises

“A cruise is the perfect Mother's Day gift, offering an escape that creates shared memories while catering to multiple interests without the stress of planning. Instead of a traditional present, agents can sell time together in a beautiful setting such as the Greek isles or the Norwegian fjords, with every detail taken care of.

It's an elevated yet effortless way for mothers and their grown-up children to explore together. Agents can customise each trip by adding shore excursions, beverage packages, speciality dining and spa treatments.

Our newest ship, *Celebrity Xcel*, which will debut in Europe this summer, makes it easy to enjoy time together while still allowing each guest to tailor their day – whether that's diving into the Pool Club or unwinding in the spa with its Hydra Room and Vitamin D Deck. The Sea Thermal Suite on Edge Class ships features innovative spaces such as the Rainfall Water Therapy Room and the Infrared Sauna Room, appealing to wellness-focused clients across generations.

On board, curated experiences cater to different energy levels – the World Wine Tour and the Galley to Table: Kitchens Tour and Lunch each offers an immersive experience where guests can sample food and wine from different regions, while learning about their unique characteristics.