

FAST FACT
Single parents make up 30% of Explore's family tour bookings

Keeping a moody, monosyllabic teenager entertained on holiday is no mean feat, but get it right and you've all but guaranteed a great break for everyone.

The key lies in catering to each teenager's interests – while some want to relax in the spa or soak up sun in peace, others want round-the-clock activities or a chance to make new friends.

Luckily, plenty of hotels and tour operators have boosted their teen-friendly offering: with everything from beach parties and sports academies, to ranch stays and city shopping, we've rounded up breaks that will elicit enthusiasm from even the hardest-to-please teens.

animal ante with a new Rivers of Light show, plus Kilimanjaro Safaris at Sunset, extending this safari-style experience into the evening.

At Universal Studios Florida, teens can get their kicks on rides modelled on their favourite films, including 3D coaster The Escape from Gringotts in The Wizarding World of Harry Potter.

BOOK IT: Funway Holidays offers seven nights at Celebration Suites at Old Town, in Orlando, from £899, departing August 21. The price is based on two adults and one teen sharing, and includes flights.

funway4agents.co.uk

1 THRILLS AND SPILLS
If there's one way to keep boredom at bay, it's getting the adrenaline pumping, and Orlando offers thrilling rides and rollercoasters by the bucket-load. As well as the obvious attractions, there are added extras that not only earn extra commission, but also tailor a park more closely to kids' interests.

If they want hands-on interaction, SeaWorld's animal encounters are a unique experience for families to enjoy together. A Behind-the-Scenes Tour offers the inside scoop on how animals are cared for, plus a chance to get close to a penguin and shark (£34 for adults and £11 for under-nines, from Attraction World).

Walt Disney World's Animal Kingdom has also upped the

2 TEENS ON TOUR
For teenagers with an adventurous streak, an escorted tour saves parents the stress of planning it all themselves. Family tours often have itineraries specially designed to suit younger travellers, such as Trafalgar's California Dreamin' tour, which stops at a fortune cookie maker and jelly bean factory, between family-friendly San Francisco and Yosemite National Park (from £1,948, land-only).

And tailoring activities even more closely to the age group, operators are increasingly offering teen departures – often on more active itineraries – that give youths freedom to socialise with people of their own age, and parents a chance to do the same.

"Our best-selling teen trip is the Family Tuscan Active Adventure," says Karl Bolton, family programme manager for

Explore. "It takes families through the picturesque Garfagnana valley with exciting included activities such as canyoning, cycling, kayaking and zip-wiring."

G Adventures' teen trips are equally energetic: Amazon to the Andes involves families trekking to Machu Picchu, with optional horse riding around archaeological sites, white-water rafting and mountain biking, plus two nights in the Amazon jungle.

BOOK IT: G Adventures' 12-day Amazon to the Andes – Teenage Adventure starts at £1,679. The price includes a guided Inca Trail hike with cooks and porters; hotel, lodge or camping accommodation; internal flights and excursions. Minimum age 12.

gadventures.co.uk

3 URBAN ESCAPES
A trip to the hip metropolis of New York City would top many a teen's wishlist thanks to its combination of great shopping, iconic sights and hamburgers aplenty, but it's possible to tailor it especially to teens with everything from bike rides through Central Park to a tour of TV and movie locations (£23 with Do Something Different).

Once the activities are taken care of, the next challenge is finding a family-friendly hotel right in the heart of the action. The New York Marriott Marquis in Times Square ticks both boxes, with pull-out couches in all rooms, plus family connector rooms that set a king room next to a double, so everyone has their own space.

Teens will love the space-age elevators, flat-screen TVs and iPod docks in all rooms, plus easy access to the Marquis Theatre.

If crossing the pond feels too far, families looking for heat and history will find plenty of it in Rome, a beautiful family destination ideal for those short on time. While the museums, galleries and ancient ruins bring their schoolbooks gloriously to life, teens can be rewarded for learning on holiday with pit stops for pizza, pasta and lots of gelato.

BOOK IT: Rooms at the New York Marriott Marquis start at £158.

marriott.co.uk

4 BEACH BREAKS
A beach holiday lets teens be as adventurous or as lazy as they like, with resorts offering an impressive array of activities to dip in and out of at their leisure.

At Beaches Turks & Caicos, teens can relax at the lagoon-style pool or indulge at the spa, while those looking to burn some energy can splash around in the on-site water park, learn to DJ in the Scratch DJ Academy, or party at Club Liquid, where under-21s can sip non-alcoholic cocktails without fear of dad embarrassing them with his moonwalk.

In family favourite Cyprus, Olympic Lagoon Resort in Ayia Napa's Nissi Beach recognises that for teens, being able to upload selfies or chat with mates back home is a crucial part of a holiday. With this in mind, the hotel offers an internet cafe and high-tech games arcade



ABOVE: Siwash Lake Ranch

→ slice of Americana on a ranch stay. Younger kids generally have a dedicated programme of activities, while teens are welcome to join the adults, offering a chance for parent-teen

bonding. Typical activities include trail rides, cattle drives, white-water rafting, shooting, hiking and canoeing.

Western & Oriental's USA product manager, David Pointer,



Wannabe cowboys and girls can live their dreams with a slice of Americana on a ranch stay

says: "Families have the chance to learn new skills, whether it's improving their riding or trying something new. This can be a great leveller on a family trip, as it gives teens the upper hand on their parents from time to time! Ranch stays are built around communal experiences, so as well as helping a family bond, there's the opportunity to mix with other guests and the ranch hosts."

Pointer recommends Siwash Lake Ranch in Canada which – although tough on the bank

balance thanks to its remote location, accessible only via seaplane from Vancouver – offers daily rides, fly-fishing, wildlife-spotting and wilderness survival training, as well as a massage for each adult.

BOOK IT: Seven nights at Siwash Lake Ranch in Canada with meals, drinks and activities starts from £23,759 for four in August, including flights and car hire. westernoriental.com.

9 DOMESTIC BLISS
Clients needn't bother with the stress of airport security to enjoy a great holiday: the UK has plenty to offer, whether it's a caravan holiday in Cornwall, camping in Dorset or cycling in the Brecon Beacons.

Accommodation at Hoseasons' Finlake Holiday Resort in Devon includes Scandinavian-style open-plan lodges, some with

hot tubs. Set in 50 hectares of countryside, teens have plenty of opportunities to escape their folks, with indoor and outdoor pools and an activity programme including body zorbing, fencing and archery. Thrill-seekers will love the tree-top seesaws, trapezes and 11 zip-lines that make up the park's high-ropes adventure course. And if they start to get itchy feet again, the sea is just half-an-hour's drive away.

BOOK IT: A three-night break for four at Finlake Holiday Resort during the May half-term holiday starts at £480, while a week costs £1,099.

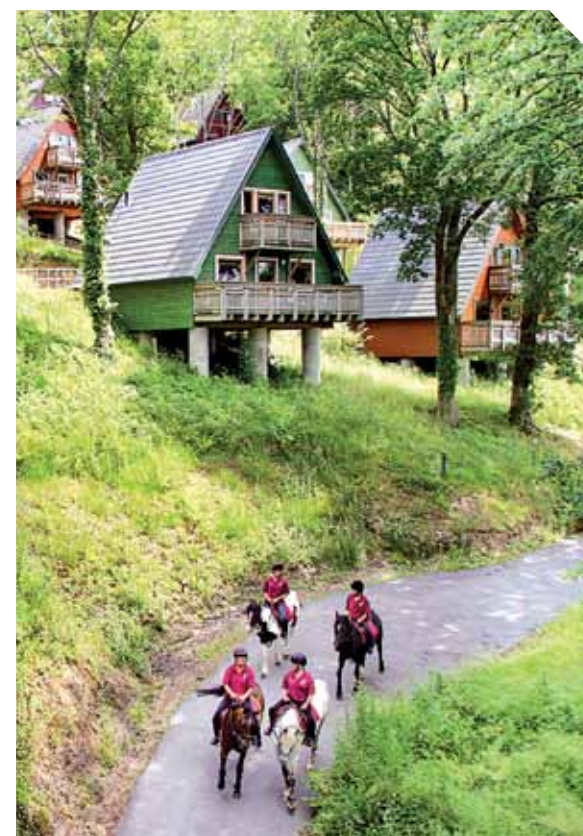
hoseasons.co.uk

10 WILD ABOUT WILDLIFE
As the kids grow, so does the opportunity to send families somewhere far flung and exotic, especially as parents are more willing to splash out on an epic, once-in-a-lifetime trip knowing their days of holidaying as a family are numbered.

Costa Rica has become a firm favourite – underlined by British Airways' launch of twice-weekly flights to the destination from Gatwick this week – offering an abundance of flora and fauna to discover. On Grand American Adventures' Costa Rica Family Discovery trip, on average half the kids are 14 or older, and the reservations team can advise agents about the ages of others in a group.

The Family Adventure Company has also expanded its teen product, with 46% more departures this year. "Our South Africa trip is tailored specifically for teens," says product and brand manager Tim Winkworth. "They'll love the wild camping in Kruger National Park and active elements such as hiking through Blyde River Canyon and kayaking at Kosi Bay."

BOOK IT: The Family Adventure Company offers a 12-day South Africa Teenage Safari for £2,010 for children and £2,233 for adults including flights, transfers, accommodation and some meals. familyadventurecompany.co.uk **TW**

LEFT:
Hoseasons'
Finlake
Holiday Resort

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SUPER EXPERT 2016**

BEN LOVETT

Branch Manager, The Midcounties Co-operative, ABTA: D8545

Tell us about being a Bourne Super Expert – what does it mean and how are you supported by Bourne Leisure?

I was delighted when I found out the store had achieved Bourne Super Expert status. The team have worked hard over the past couple of years to increase UK business, particularly with Haven, Butlin's and Warner Leisure Hotels so to be recognised for this is very rewarding. The demographics of the branch give us a very mixed client's base with different budgets and requirements so we always try to make sure we can offer expert advice for every product we sell including UK. We have an in store tablet provided by Bourne Leisure for being a Bourne Expert where customers are able to browse the new Butlin's digital trade guide and this really helps to bring the concept of the brand to life. We have regular calls, visits and updates from the trade sales team updating us on our performance and we discuss ways we can grow the business further.

How important do you feel it is to continually support the UK travel market by promoting holidays at home?

In today's climate it is essential that we continue to support the UK market. Many less resilient customers are choosing to holiday at home this year due to what they are reading in the media. Being able to offer value for money products to these customers within the UK ensure that we are still able to hold on to these customers and provide them with a holiday booked through us.

As a Bourne Super Expert, what would you say are your three top selling tips to help you sell more Bourne Leisure holidays?

- 1 We have a dedicated window which always has a selection of Bourne Leisure offers in. We regularly change these deals and keep a tally of which offers have created the most interest so we know what to focus on. We also have a UK special offer folder where we have a printed copy of the Butlin's digital guide so customers are able to browse this in the waiting area.
- 2 All of the team are proactive in mentioning UK to every customer as many customers take additional UK breaks to their overseas holiday. This works well with cruise customers who are typically the same profile as a Warner Leisure Hotels customer.
- 3 We regularly have UK promotional weekends where the branch is decorated in a UK theme. This is working well at the moment as there is a lot of hype around the Queen's 90th birthday so people are feeling very patriotic.

Bourne Super Experts are entitled to these exclusive benefits:

- 1 Receive a **FREE TABLET** for your store to have easy access to our selling tools, training and incentives
- 2 Receive **'DOUBLE VOUCHERS'** on Bourne Leisure Travel Agent incentives!
- 3 **EXTRA DISCOUNT** on top of your agent concession on Bourne Leisure breaks

Do you fancy being a Bourne Super Expert? If so please email us to tell us why!

Visit: BourneLeisureSales.co.uk
Call: **0333 202 5224** Mon-Fri 9am-5pm
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