FAMILY
HOLIDAY
CHARITY

Clacton
Lambeth Carers Hub

Margate
Start Young

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Katy & twins

"It has given me the strength to carry on and deal with any challenges when we got home as we both were still feeling relaxed because before the holiday, I did at times feel like I could not carry on and felt like giving up on life".

It has had a massive impact on my mental health – I felt like I could conquer the world

… our ambitions are bigger than the park across the street now …

"So, when I went shopping, I could get enough for me and my son, normally I can only get enough for my son … because of the voucher, I was able to have a meal with my son at the table, which is just amazing."

"I keep tearing up now. Because I don't think you guys understand what this has done for us. You know like a bit of a fix; you've mended a broken family a little bit".

FAMILY HOLIDAY CHARITY

CHARITY
GE

THE DIFFERENCE WE WANT TO MAKE

Tourism is available for all families

Every family feels able to spend quality time away together

Government policy includes all families in tourism

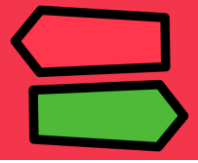
A YEAR LATER

Barriers to taking part in tourism are reduced

Barriers to Tourism

Barriers to Tourism
Key Takeaways

Knowledge



- Overwhelm with choice and understanding of how to plan, book and organise
- Families said there is often not enough practical guidance on how to book, what's included, or how to manage costs.
- Anxiety about the unknown!
- For families with additional needs (disability, neurodivergence), the lack of clear information leads to greater fear of judgement or negative experiences, reinforcing low confidence.

Travel

- Transport costs
- Cost, availability and complexities of booking adapted or accessible transport.
- Stressful – uncertain, difficult to navigate, confidence for everyone.
- Compounded by managing children with additional needs.

Barriers to Tourism
Key Takeaways

Being “different”

- Extra costs and limited availability of adapted transport, specialist equipment, accommodation and so on.
- Lack of clear or consistent information about accessibility, sensory environments, or support available on-site
- Neurodivergent families often worry about how their children will cope in unfamiliar environments, and whether staff and other guests will be understanding
- **Fear of judgment and lack of confidence** are 2 of the biggest barriers. .

Flexibility

- Families often live with unpredictability (health issues, caring responsibilities, financial instability).
- Last minute changes or cancellations more likely – impact
- Peak season pricing models are challenging particularly when locked into peak period needs.
- Booking systems - larger families.

Barriers to Tourism
Key Takeaways

Finance

- Feels out of reach financially
- Ancillary costs – travel/treats not just tickets or accommodation.
- In some cases, also linked to not having experience or prioritising benefits of days out and breaks.

“I'm not saying I'd be able to do it in a year. But even if we said like we started putting just a bit, even 10 pounds a month away. Maybe in two years’ time I could do it again. Do you know what I mean? Where you've set the tone for us. And that, if I'm honest, this is probably the most valuable thing that you've given us with this - the opportunity is not impossible. We thought it was impossible. And it's not impossible”.

“I want to stop smoking, because then I can put that money aside and put that away. You know what I'm realizing selfishly, sometimes we can waste money on things that we don't need. Yes, we think we need them, but we don't need them. When something like that is far more valuable to everyone and for the morale of the family”

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