

Millions of children missing out on a simple break an “appalling indictment on our society”.

London 25th October 2013 - Peter Long, one of Europe’s most senior travel executives, was keynote speaker at the President’s Reception, held at the Family Holiday Association’s Holidays Matter conference at the Royal Society in London on Thursday 24 October 2013.

In his first official role as President of the charity, Peter Long, CEO of TUI Travel PLC, said “There are 2 million children for whom even a day trip is unaffordable. Given that we are the world’s 7th largest economy; this is an appalling indictment on our society.

“As the new president of this charity I will make it my overriding priority to ensure those at the highest level of Government are completely clear as to what we are trying to do.

“Believe me, we will raise our voice and we will be heard by those who matter. And in doing this we will help more and more families around this country have the break that they deserve. Affording people a basic holiday is not a political issue it is a moral issue.”

Alison Rice, journalist, broadcaster and chair of trustees at the charity, said “We are delighted to have Peter’s full support in raising awareness of the importance of breaks, especially in our work with disadvantaged children and their families.

“His presence and strong leadership is a great step forwards in aiding us in achieving a positive effect on policy, on society and, most crucially, children and their families”.

The Holidays Matter conference provided a powerful platform which brought together a wide range of welfare, academic and travel organisations to invigorate and take the social tourism debate forward with real actions.

The key result from this year’s conference has been the creation of a calendar of co-ordinated activities across the travel and tourism industry for 2014. The aim of each is to contribute to the growth of this vital message.

This calendar can be downloaded from the Family Holiday Association website here.
(www.FamilyHolidayAssociation.org.uk/hmc2)

www.FamilyHolidayAssociation.org.uk

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Editor notes:

TUI TRAVEL PLC

TUI Travel PLC is one of the world's leading international leisure travel groups operating in approximately 180 countries worldwide. It serves more than 30 million customers in over 31 source markets. Headquartered in the UK, the Group employs approximately 54,000 people and operates a pan-European airline group consisting of 141 aircraft. The company is organised and managed through three business Sectors: Mainstream, Specialist & Activity and Accommodation & Destinations. In the financial year ended 30 September 2012 TUI Travel had revenues of £14.5bn and an underlying operating profit of £490m.

For more information visit www.tuitravelplc.com

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Family Holiday Association

- Peter Long, Chief Executive of TUI Travel PLC was appointed President of Family Holiday Association on 1st October 2013
- The Family Holiday Association charity helps over 8000 children and their families a year have a simple UK break and escape the stresses of bereavement, poverty, chronic illness, inadequate housing or domestic violence
- Typically, a family granted a break spends a few days in a caravan in a UK seaside town
- The Family Holiday Association works with referring agents such as Barnardo's, NSPCC, local authority social services, teachers, refuges and domestic abuse support services
- The Family Holiday Association is registered charity no. 800262 and was founded 38 years ago
- The Family Holiday Association is funded solely by donations from the public and the tourism industry. TUI Travel PLC is the charity's largest corporate sponsor.
- The Holidays Matter 2012 conference report on the impact of holidays on well-being can be seen in full [here](#) with the [Key Findings report](#) from the research programme developed between the Family Holiday Association and Nottingham University Business School
- The Holidays Matter 2013 conference report will be available November 2013
- The conference is supported by Nottingham University Business School and VisitEngland
- The Family Holiday Association acts as the Secretariat for the influential [All-Party-Parliamentary-Group](#) on social tourism
- One in three families in the UK can't afford a simple break away from home while one in five is not even able to manage a day trip (From a report by the Office of National Statistics, Focus on Families 2005)

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