



HEATWAVE SPARKS 524% INCREASE IN SEARCHES FOR LIDOS

Searches for water parks, lidos and beaches have increased by an average of 299% this week, as families seek out the best places to make the most of the heatwave.

[Day Out With The Kids](#), the biggest website for family days out in the UK, has today revealed how the heatwave has shaped days out in the last seven days, with parents searching for the best places to cool off in the soaring temperatures.

The site has revealed a record number of searches for water attractions in a single week, beating the previous record set during last year's early summer heatwave.

Searches for lidos increased by 524% compared to the previous week, whilst UK beaches increased by 238%. There were 135% more searches for water parks and an 108% increase in searches for swimming pools, with water attractions seeing a total increase of more than 166% during the week.

The site's top viewed attractions for the last seven days has also become dominated by those in the water category, with some attractions seeing more than 1,000% increase in page views. With reports that the heatwave could continue for up to another month, the UK's water parks, swimming pools, lidos and beaches are set to have one of their busiest summers yet, as families look to cool down whilst still making the most of the sunshine and soaring temperatures.

Lisa O'Keeffe, Brand Manager at Day Out With The Kids, said: "Families are so often driven by the weather when it comes to searching for days out, with water parks, lidos and other outdoor attractions really benefiting from the recent spell of sunshine.

"The luxury of the ongoing heatwave means it's much easier to plan for, and enjoy, time outdoors, with the biggest increases seen for days out that lend themselves just as well to an after-school visit as they do a full family day out."

The heatwave coincides with Day Out With The Kids' Splashing Summer campaign, designed to showcase the best water attractions across the UK.



With guides to the best outdoor swimming pools, splash parks and more, it's become a popular resource for parents looking to dive into summer days out.

Day Out With The Kids features information for over 6,000 attractions all across the UK, from hidden gems to some of the country's most popular destinations. Visitors can search by postcode, town or county, and refine their results using a number of detailed filters, including by age, by type and even specific facilities.

For more information, or to start planning your next adventure, visit www.dayoutwiththekids.co.uk.

Top 10 attractions for week 25th June - 1st July 2018:

1. Coral Reef Water World, Berkshire
2. Wimbledon Sprinkler Park, Greater London
3. Cassiobury Park, Hertfordshire
4. Frensham Great Pond, Surrey
5. Park Road Leisure Centre, Greater London
6. Danson Splash Park, Greater London
7. Calypso Cove Waterpark, South Yorkshire
8. West Wittering Beach, West Sussex
9. Ilkley Pool & Lido, West Yorkshire
10. Congleton Paddling Pool, Cheshire

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