



Coral Reef Waterworld Named Most-Searched Family Day Out in 2018



Coral Reef Waterworld in Berkshire has been named as 2018's most popular family day out, as dayoutwiththekids.co.uk reveals the UK's most-searched for attractions over the last 12 months.

Analysing searches from over 17 million families who visited the site in 2018, the biggest website for family days out in the UK has compiled a list of the top categories and attractions within each category, before unveiling the overall top 10 attractions.

Coral Reef Waterworld, which reopened in September 2017 after a £13 million refurbishment, is an all-weather destination that remains popular with parents throughout the year. Searched by over 100,000 fun-seeking families in 2018, spells of hot weather like last summer's heatwave drove searches to spike by over 290%.

Home to a heated main swimming pool, smaller toddler pool, its famous 'Coralina' pirate ship and a selection of thrilling waterslides, the attraction also boasts interactive games and

customisable features to help enhance visitor experience. It also has an adults-only spa, offering something for the whole family to enjoy.

The popular attraction also helped Water Parks to be named the site's fifth most searched category in 2018, ahead of Zoos & Wildlife Parks, Theme Parks and Crazy Golf.

The research, which features in brand new industry publication [The Inside Track](#), also identified the biggest trends families can expect to see more of in 2019, including virtual reality, role play and the rise of adventure golf destinations.

Jamie Starr, Head of Digital and Marketing at Day Out With The Kids, said: "Coral Reef Waterworld was consistently one of the most-viewed attractions on our site in 2018, with so many factors guaranteeing its popularity with parents. The successful, and highly-anticipated refurbishment in late 2017, coupled with 2018 being one of the hottest years on record made it a must-visit location for families, and the fact that it's just a short hop from London only strengthens its appeal. It's got everything you'd expect from a modern waterpark, so it's no surprise to see it topping our list of the most-viewed attractions this year."

For more information or to search over 7,000 attractions to find your next adventure, visit www.dayoutwiththekids.co.uk

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