



## HOTELS.COM DIVES INTO THE MERMAIDS CRAZE WITH 'FINTASTIC' WORKOUTS ON HOLIDAY

August 22, 2018

- **Horns off, tails on:** If given the chance to become any mythical creature, three times more Canadians would choose to be a mermaid than a unicorn
- **'Fintasy' vs reality:** Almost a quarter (24 per cent) of Canadians believe that mermaids exist and 3 per cent claim to have seen one, that's almost 1.1 million people in Canada alone!
- **Mermania:** One in ten men believe in mermaids and mermen and 13 per cent would prefer to date one over a human!
- **Flip your way to fitness:** Hotels.com launches limited edition mermaid workout classes in select hotels in Spain, Mexico and Japan this September



Toronto, ON August 22, 2018: Move over unicorns, your time is up. Mermaids officially now rule,

with three times more people preferring to be a mermaid (14 per cent) than a unicorn (4 per cent). Even more *mermazingly*, almost a quarter (24 per cent) of Canadians believe that merpeople exist, with 3 per cent claiming to have seen one – that’s almost 1.1 million people in Canada alone! To celebrate the passion for these ocean-dwellers, Hotels.com® is launching exclusive mermaid workout classes in select locations worldwide.

The *fintastic* workouts will launch in September at select [Hotels.com properties](#) as limited edition tasters, and cater to the two in five (41 per cent) travellers who want a holiday destination that offers them unique and interesting activities – like mermaid workouts. These mermaid classes are the perfect opportunity to channel your inner Ariel from *The Little Mermaid*, who is the favourite pop culture mermaid (45 per cent), ahead of Madison from *Splash* (9 per cent) and the Pirates of the Caribbean mermaids (8 per cent).

According to new research\* from Hotels.com, fun-loving travellers are seeking more than the norm from their accommodation, with almost a quarter (24 per cent) more likely to try mermaid workouts at their hotels than hot yoga (22 per cent), Barre (18 per cent), and HIIT (13 per cent). The desire to embrace the mermaid life is so strong that almost half of holiday-goers (41 per cent) claim they would book a hotel just so they could take part in a finned fitness session – how ‘fliptastic’!

Led by a professional mermaid (yes really!), guests will be invited to slip into their very own mermaid tail, dive into an underwater world and flip, roll and twist their way through a series of bespoke and challenging exercises. Most importantly, the classes are guaranteed to be the perfect ‘gram moment’.

Johan Svanstrom, President of Hotels.com brand says, “These days, holiday-goers don’t just want an infinity pool and a king-size bed, they want experiences they can get stuck into and brag about on social media. We know they want memorable holiday moments and these mermaid classes are exactly that, how many times in your life are you going to be able to splash, flip and swim like Ariel? We’re ‘*flippin*’ excited to introduce these exclusive classes to all the fun-loving holidaymakers out there and give people the chance to try something really unusual and #Mermazing.”

Guests can preview the classes in an exciting [video](#) from Hotels.com, featuring none other than [Merman Chris](#), a leading gold-finned Insta-merman from the northern seas. Merman Chris says, “It was a dream come true to swim down and join Hotels.com in the video and share my secrets of the deep with the world. Being a merman is a wonderful life but it’s not easy, we need to keep our bodies in tip-top shape to be able to power through the water, dive into the depths of the fathoms below AND look glamorous on a rock at any given time – my fins gets a proper workout. These classes have my fin-slap of approval, and it makes me the happiest little fish to know that people everywhere have the chance to pull on tails and join us in the water.”

In a year that has seen the success of *Siren*, Nicki Minaj frolicking on the beach as a mermaid and the revamp of ‘*The Little Mermaid*’, the worldwide obsession for mermaids extends beyond just wanting to be one. One in ten (11 per cent) Canadians would travel somewhere if they thought they would spot a mermaid and 7 per cent would rather date a mermaid or merman than a human.

### **Top 5 places Canadians believe mermaids can be spotted:**

1. Australia (34%)
2. Spain (25%)
3. Brazil (23%)
4. New Zealand (23%)
5. Italy (21%)

Men seem to have the biggest *mer-session*, as almost 33 per cent of men are enchanted by merfolk and think they could fall in love with one. One in ten men would like to be a merman.

The exclusive mermaid workouts\*\* from Hotels.com will launch this September in hotels in Spain, Japan and Mexico. Available at the Zafiro Palace Palmanova hotel in Mallorca from 20 - 22 September, at the Kanucha Bay Hotel & Villas in Okinawa, Japan from 17 - 23 September and at Camino Real Polanco Mexico in Mexico City on 1, 8, 15 & 22 September.

The classes were inspired by the trend also featured in Hotels.com latest ad campaign in the Nordics, France, Italy, Spain, Australia, French Canada, Mexico and Brazil, featuring a merman. Ocean dwellers and seafarers are encouraged to swim to Hotels.com to book their hotel and next underwater adventure. Find out more details [here](#) on where you can make a splash this September. Now that's *mermazing!*

### **Ends**

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### **Notes to Editors**

\*The mermaids survey was conducted by One Poll in July 2018. 7,000 respondents across 29 countries.

\*\* The mermaid workouts will be hosted by the hotels. They will be adults only, available on a first come first served based and supervised by a swim instructor and lifeguards.

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