Move over unicorns, your time is up. Mermaids officially now rule, with three times more people preferring to be a mermaid (13%) than a unicorn (4%). The desire to embrace the mermaid life is so strong that almost half of holiday-goers (46%) claim they would book a hotel just so they could take part in a finned fitness session. Travelers even want to try ‘mermaid fitness’ more than hot yoga, inflatable obstacle courses or HIIT sessions while on holiday. To celebrate the passion for these ocean-dwellers, Hotels.com® is launching exclusive mermaid workout classes in select locations worldwide.

The fintastic taster workouts will launch in September at select Hotels.com properties to cater to the one in three (35%) travelers 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 (42%), ahead of the Pirates of the Caribbean mermaids (9%) and Madison from Splash (7%).
Led by a professional mermaid, 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. The 45-minute free workouts fuse principles from yoga, Pilates and barre, activating your abs, quads, and glutes more than normal swimming. 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’.”

Preview the classes from Hotels.com here, 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 finslap 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 has become part of the holiday bucket list for both men and women, with 8% of women thinking their husbands or boyfriends would be more likely to don the fin in the hotel pool given the chance.

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 – 21 September and at Camino Real Polanco Mexico in Mexico City on 1, 8, 15 & 22 September.

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!