HOTELS.COM LAUNCHES EXCLUSIVE ESCAPE RATES FOR THE MILLENNIALS WHO ‘JUST CAN’T’ THIS CHRISTMAS

January 3, 2020

The Boomer V Millennial feud is set to rage this festive season, as families spend time bickering over adulting inadequacies

- Boomer parents spend two hours nagging millennials about inadequate “adulting”
- There are approximately 174 million single millennials globally who will be surrounded by couples this Christmas
- Over a fifth (20%) of Brits confessed their single status was one of the top adulting critiques from family members
- 14:13pm on Boxing Day is the predicted time Brits are ready to check out of family Christmas
- XMASESCAPE* Rates of 50% off can be claimed on Hotels.com for bookings made on 26th December for stays that night (here)

This Christmas, Hotels.com® is giving the gift of peace by launching an exclusive rate for single millennials in need of a break from family fun over the holiday season. The 50% off #XmasEscape Rate has been designed to help the 174 million single millennials across the globe who’ll be surrounded by smothering parents and coupled up family members and their kids. It can be claimed on rooms via Hotels.com on 26th December, as according to new research 20something Brits confess they’re ready to escape at 14.13pm on Boxing Day.

Apparently for millennials, ‘tis the season to be nagged about their relationships status. More than a quarter of British millennials (26%) said their single status was one of the top critiques from family members, followed by not saving enough money (25%) and not being in a good job (25%) – ouch!
Top Christmas tensions

1. Being judged for being single
2. Not ‘adulting’ properly
3. Stress of preparing the Christmas meal
4. Unpopular Christmas presents
5. Falling out over board games
6. Political views
7. Being hungover at Christmas
8. Not helping around the house enough
9. Looking after other family members children
10. What to watch on the TV

Being unattached at Christmas doesn’t just mean continuous family judgement. Other struggles for single Brits include being surrounded by relationships (40%), gross public displays of affection (29%) and being expected to entertain noisy kids when all you want to do is chill (16%) and -enough to bring out any resting Grinch face.

On the flip-side – most of these singles are indeed happy with their relationship status. Topping the list of the best bits of flying solo at Christmas include: being able to spend their time exactly how they please (48%), having no responsibilities (45%), and having one less present to buy (33%).

It takes less than 36 hours for these footloose and fancy-free young adults to be ready to run screaming out the front door. Hotels.com research predicts that 14:13pm on Boxing Day is the moment Brits have had enough of the family festivities, with two fifths (40%) admitting they get bored of the ‘fun’, yet they’re not able to escape due to having nowhere else to go (19%) or the alternative being too expensive (10%).

Hotels.com is championing naughty and nice, single and proud millennials #XmasEscape
Rates - offering 50% off rooms for happy singles who could do with a little seasonal solo R&R.

The single-exclusive rates can be claimed on 26th December for same day stays – just when
everything is getting a bit much. Simply use the discount code: **XMASESCAPE** to redeem the code.

**Amy Hart** of **Love Island** fame commented: “*I love spending Christmas with my family, but being surrounded by couples and being constantly asked ‘are you dating anyone?/ Any new boys on the scene, can get a little much. That’s why I am working with Hotels.com to give those happily single people out there, 50% off hotel rooms on the 26th December, when you just need to escape the Xmas chaos. The Xmas Escape rates gives everyone a break from the nagging questions, babysitting the nephews and nieces and lets you have some well-deserved me time.***”

**Emma Tagg, Senior Global PR Manager**, Hotels.com brand says, “*With Grandma giving you the ‘why are you still single?’ side eye, your constant “availability” for babysitting and the ongoing questions about your lack of savings, festive family gatherings can all get a bit much. Don’t let your empty wallet be a key factor in not living your best Hotel Life – we’re here to give the gift of peace this Christmas, with #XmasEscape Rates. Merry Christmas to all our #SingleAF brothers and sisters- may your Christmasses be selfish and bright.”*

Sound appealing? Claim ‘#XmasEscape Rates’ by simply heading to [Hotels.com](https://hotels.com), select your hotel and apply the coupon code **XMASESCAPE** at check out (Limited availability).