

# A bar in the middle of the kids club

Palma, Feb 13th, 2019



# Why focus on children on holiday abroad?

- We drink more while children are present during summer holidays than any other time of year
- Children are more vulnerable
  - lose their network of security (teachers, grand parents, kind neighbours)
  - They don't know the language
  - They have no escape route
- Chose to focus on all inclusive holidays because
  - They are particularly popular amongst families with young children



What's the  
problem?

# What do the parents say?

- 41 % have seen Norwegian adults intoxicated while they were on holiday abroad with children
- 19% have seen Norwegian kids feeling clearly uncomfortable because their parents were drinking too much on a holiday abroad
- 27 % say that they drink more alcohol when they stay at an all inclusive hotel compared to a hotel where alcohol is not included in the price
- 16% feel the tour operators do not work hard enough to prevent adults from drinking too much around children



# What about the children?

- 25 % of the kids say their parents drink more alcohol when they are on holiday together than during the rest of the year
- 18% have wished that their parents would drink less alcohol on holidays while they were present
- 18 % have experienced what they would describe as «a very uncomfortable or scary» situation because their parents were drinking too much alcohol





## – Fri tilgang på alkohol hører ikke hjemme på et barnehotell

12. juli 2018

Michael Andreassen har selv vært pappaen som drakk for mye. Han mener all inclusive gjør det det lettere å skjule at det er

KRYSSORD QUIZ TV PROGRAM

- Savnet i 20 dager
- Vurderer likhund

### HVOR ER TRULS HENRIK?

● SØK 4 og 7

# VG

NIL 183 • FREDAG 5. JULI 2018 • UKE 27 • KR. 30,00

## Ny undersøkelse: 7 av 10 drikker foran barna

# ADVARER FORELDRE MOT FERIEFYLL

– Det er mange med et såkalt «normalforbruk» som lider av uheldige situasjoner for barna. Psykiater Anne Kristin Bergan

### ENDELIG FREDAG!

## KNUT LYSTAD & TOM MATHISEN: VI HAR VÆRT «GIFT» I 50 ÅR

### KAGGESTADS TOUR DE FRANCE-TIPS

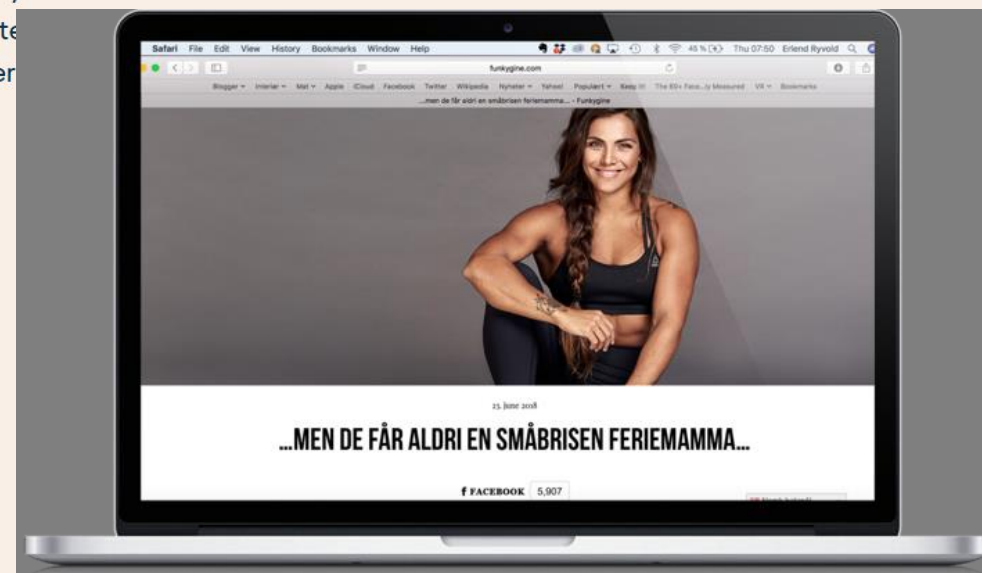
### VONDE KNÆR? Dette bør du gjøre

● SØK 24, 25 og 34

ALI kaffe alle varianter, 175-100g/12 stk **-40%**

Serlandsis alle varianter, 25, Hengst Østet 16 **29.90**

EUROSPAR SPAR





**HVOR MANGE GLASS TÅLER  
BARNET DITT?**

*How many drinks can your child handle?*

What are we  
asking for?



1. We want tour operators to do more to **prevent** excessive drinking around children

**#noplacementforplastic**



2. We want tour operators to have **guidelines** on how to help children whose parents drink too much



3. We want tour operators to **reconsider the way they serve alcohol** at their hotels



How did the  
tour operators  
respond?

# 1. Guidelines – Yes! We have those!



## 2. Prevention and information – Is that really necessary?



3. Limit the access to alcohol – that's the parents' responsibility!



# Thank you!

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