

PRESS RELEASE
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Fruitful Friendcations - A Guide to Successfully Holidaying with Friends

Le Boat provides tips to ensure the most harmonious holiday experience for those planning a break with friends this spring-summer



The busy schedules of modern life can leave little time for enjoying regular catch ups with our nearest and dearest, but with nearly a quarter (24 percent) of British travellers¹, it's clear Brits are finding new ways to enjoy more quality time with their chosen family.

With Easter, May Bank Holiday, and summer holiday planning well underway, Cheryl Brown, MD of inland waterway holiday operator, [Le Boat](#), shares her guide to successfully holidaying with friends.

“Holidaying with friends is the perfect way to enjoy a meaningful trip that strengthens bonds and connections”, says Cheryl “and one of the greatest ways to enjoy a friendcation is undoubtedly on a boating holiday which affords us the opportunity to slow down, disconnect from our busy daily routine and instead enjoy simple moments together – a sunset, a new experience or the peacefulness of nature.

“However, spending 24 hours a day together in a new environment and with new routines, can easily lead to differences of opinion. Whether on a holiday with family or friends, it's inevitable that you'll all have personal preferences, opinions and ways of doing things on holiday. But with some sensible forward planning and clear communication, you can enjoy a stress-free friendcation this spring or summer.”

Read on for Cheryl's guide to successfully holidaying with friends...

1. Clarify expectations

¹ [IPA Insight Pulse Poll of 2,000 people aged 18+. commissioned by the IPA and conducted by Opinium, revealing the UK's holiday booking plans for 2026](#)

Make sure everyone's expectations are aligned – is the holiday focused on exploration, adventure, relaxation or culture?

Whilst a degree of flexibility is required to ensure everyone gets time to enjoy their preferred aspects of the holiday - visiting a particular museum, dining at a specific restaurant or exploring a certain trail, for example - if one person is after a gentle pace and total relaxation and everyone else is keen for activity and adventure consisting of 6am starts, you probably aren't going to want to go on the same trip.

Equally, make sure everyone discusses and agrees their non-negotiables – self-catering accommodation, hotel or hostel? Or are you keen for a more unique experience such as a self-drive boating holiday or campervanning trip? Who would like to share a room to save on cost vs who needs their own space so as not to be disturbed? And best balance of dining in vs dining out to cover all needs, budgets and desires?

Once you're on the same page about the type of holiday you want and expectations of what the logistics and schedule will look like once you're there, it's time to get planning.

2. Be clear on budget

First things first, decide on a budget that works for all of you.

It can be easiest to break down individual costs based on different elements of the holiday - think transport, accommodation, F&B and activities - and don't forget to include a buffer for any impromptu costs that may crop up such as taxis, indoor activities for rainy days, coffee and sweet treat pit stops, etc.

Be smart with your budget and consider alternatives that may help your money go further – especially if different individuals have different spending needs.

For example, boating and campervanning offer you transportation and accommodation rolled into one. Equally, both afford you self-catering facilities, allowing you to streamline costs by preparing and cooking food yourself.

To help keep track of any expenses whilst on the go, download an expense sharing app like Splitwise, prior to travel.

3. Assign each traveller a role

Setting up a WhatsApp group is a modern rite of passage for any group of holidaymakers, but it can lead to stalemates in planning when every choice becomes decision by committee.

Planning a group trip is no mean feat, it takes time and can be stressful for even the most seasoned traveller.

The best way to ensure proactivity, progress, and that nobody feels the burden of planning the trip in its entirety, is to assign each member of the group, each couple or each family a different responsibility to own.

The most straightforward split is transport, accommodation, F&B and activities.

4. Don't overschedule

It's important not to over plan when travelling in a group. Weather changes, transport delays, even shifts in energy levels or meal preferences can impact even the most well laid plans.

So try not to overschedule. One main activity per day helps everyone to engage as a group, whilst also allowing for down time for individuals, pairs, or smaller groups to explore the surrounds, enjoy the café culture, take in the local architecture, or immerse themselves in nature on a countryside trail.

The opportunity to spend time alone is important when travelling in a group – those with different social batteries or energy levels may want a daily dose of quiet reading time, active travellers may want the opportunity to take in a local fitness class or explore a running trail, and those with kids or grandkids may want time to facetime family members or browse local shops for gifts.

5. Pack smart

The key to packing smart is to coordinate with your fellow travellers. You don't all need to bring your own toiletries – one tube of toothpaste per bathroom will likely suffice!

In terms of clothes, if you're on the same page about your holiday plans, packing should be straightforward. Pack according to the weather and include equipment and clothing for any specialist activities planned such as hiking, swimming, or surfing... Don't forget smart clothes if you've booked any Michelin starred dinners.

Sensible considerations for any trip – especially if holidaying in the UK [Ireland] - include a waterproof jacket, comfortable walking shoes, and a bag or backpack that can fit a water bottle, hat, sunglasses, sun protection, and a spare cardigan or jumper for when you're out exploring during the day.

Whilst it's advisable to pack teabags, coffee and some snacks to appease hungry and thirsty travellers as soon as you arrive at your accommodation, it's also worthwhile researching the nearest grocery store or local dining options and opening times ahead of arrival so no one ends up hungry if you arrive late evening.

If you're staying in self-catering accommodation, it's convenient to time a supermarket delivery for the day of arrival. Whilst you'll likely want to stock up on fresh produce at local markets, a supermarket shop will ensure you have all the necessities for your stay.

And don't forget to ask each traveller to bring their favourite boardgame or puzzle - the perfect rainy-day activity or simply bring joy and connection during the quieter moments.

6. Communication and compromise

No matter how well you get on with your friends and how many hours have been spent agreeing budgets and plans prior to travelling, spending 24 hours together can be challenging.

One of the greatest causes of angst? Anyone who has travelled with a group of friends knows it's sleeping arrangements.

Commenté [AJ1]: feels negative ? @Rachel Reditt

Commenté [el2R1]: We've toned down the language but from our perspective we need to be realistic - whether on a family holiday or group holiday with friends there are bound to be disagreements so to omit or pretend otherwise is missing an opportunity to provide useful guidance.

If you're in self-catered accommodation (as opposed to a hotel) it's not uncommon to be surprised by differences in size and/or 'quality' of bedrooms. Whilst everyone likely wants the room with the beautiful view and ensuite bathroom, consider allocating based on need or type of traveller. For example, a light sleeper (or new parent desperate for some quality shut eye!) will likely want the quietest room, an early riser would do well with a bedroom closer to the kitchen, ensuring they can enjoy their morning cuppa without waking those sleeping in, and a night owl will likely prefer a room near to the living room or communal area.

The most important thing is to communicate but understand that compromise is likely what's needed from all members of the group. Don't let any differences of opinion overwhelm your entire experience.

7. Don't forget to have fun

You're on holiday, so don't forget to enjoy yourself! Relax and lean into the experience. Travelling and co-habiting with people outside of your close family and familiar surrounds is never straightforward, but so long as you show each other respect, patience, and are willing to be flexible to ensure everyone's needs are met, the only thing left to do is discover, have fun, be present, build connections and create unforgettable memories.

8. Why boating is ideal for your next friendcation

Self-drive boating holidays combine accommodation, transport and the ability to create unique shared memories in one, making them ideal for groups of friends. With flexible itineraries, private cabins, communal spaces and access to multiple destinations, they offer the perfect balance between togetherness and personal space.

For groups of travellers with mixed ideas of how to spend their free time, they naturally lend themselves to mixed-pace itineraries allowing some guests to relax on board while others explore ashore.

To book your self-drive river cruising holiday, visit www.leboat.com/en

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About Le Boat

With over 55 years of experience, leading inland waterways holiday operator, Le Boat, offers self-drive boating holidays that require no license, enabling access to the rivers, lakes and canals of the UK, Ireland, Europe & Canada.

Le Boat makes boating easy and accessible for all, guaranteeing confidence on the water for first timers and seasoned experts alike and offering peace of mind with daily assistance & technical support.



With Le Boat, travellers will discover a different way to holiday - A slow travel option that takes them off the beaten track to explore new places or experience much-loved destinations from a new perspective. Personalised itineraries and the freedom to go at your own pace provide an opportunity to slow down, unwind, (re)connect with loved ones, and create lasting memories.

Combining transport, accommodation, self-catering facilities, and allowing holidaymakers to explore multiple locations and sights in one trip, Le Boat holidays provide excellent value for money, whilst a choice of over 950 vessels, ranging from value to luxury, caters to all budgets.

The Le Boat fleet will grow by 400 boats over the next 10 years, with a focus on premium boats, Liberty & Horizon.

Le Boat holidays are available between March and October and are priced from £194pp (based on a 7-night Thames cruise in April in a Comfort (Caprice) boat, sleeping up to 6 people, priced at £1,169).

For more information or to book your self-drive river cruising holiday, visit www.leboat.com/en

About Cheryl Brown

Cheryl Brown is Managing Director for Le Boat, part of the Marine Division of Travelopia and owned by KKR.

Cheryl began her career in travel at just 16, rising quickly through the ranks to become Retail Trading Director in 2001 and Managing Director of the First Choice Retail Group in 2004.

In 2007 she joined Sunsail as Managing Director and later became COO for TUI Marine, which included The Moorings, Sunsail, Footloose and Le Boat, in Florida.

After four years in the sunshine, Cheryl returned to the UK to lead Le Boat, a role she continues to love and lead in with passion. Today, she also sits on the Board of Travelopia.

A passionate boater herself, Cheryl enjoys life on the Thames from her riverside home with her own dock and dayboat. She loves welcoming new customers and watching them grow in confidence on the water, as well as reconnecting with those who return year after year.

Under Cheryl's leadership, Le Boat has expanded across the Atlantic, opening two bases and launching 32 boats in Ontario, Canada. She also introduced the Horizon fleet in 2016 and most recently unveiled Liberty in 2025, the company's most luxurious boat to date.

Cheryl's vision inspired the new creative platform *We're on Le Boat*, which celebrates the boating community and invites newcomers to discover the freedom of the waterways.

Cheryl is proud to invite everyone to join the Le Boat community and discover the magic of boating.