

newsworthy trends

Americans Call For A Time Out

(NAPS)—American families are running on overdrive balancing work, errands and social obligations. According to a new survey, nearly two out of three would put their lives on hold to do something totally different. They want a time out.

Never Too Young for a Breather

Hilton Hotels' new Generational Time Survey, finds the youngest Americans feel most in need of a break.

Seventy-six percent of Generation Y (ages 16 to 24) have felt like taking a time out, compared to 67 percent of Generation X (ages 25 to 35), 61 percent of Baby Boomers (ages 36 to 54) and 52 percent of Mature Americans (ages 55 to 70).

"With information overload at its highest in history, it makes sense that all generations want a break," said Nancy Snow, a generational expert at the University of California, Los Angeles.

The Perfect Time Out

No matter what their age, Americans agree travel would be the best way to spend that break, from Generation Y (50 percent) to Matures (53 percent).

"Travel is America's perfect time out," said Joanie Flynn, Hilton's director of leisure and resort marketing. "When I'm stressed, a vacation gives me just the recharge I need to face the everyday grind again."

The gap between vacation and the next most popular choices of how to spend break time is surprisingly large.



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"Spending more time on a hobby" (7 percent) and "going back to school" (6 percent) come in a distant second and third.

Flynn offers some advice to the many Americans who feel the need for a time out in their lives.

- Plan a vacation. It doesn't have to be expensive or long to be a perfect break from the workday routines that wear us down.
- Get some exercise. Even a short walk to help you reflect on life can cut stress.
- Go on a date. A nice meal and a good movie can whisk us away from the daily grind.
- Do something nice for someone else. Taking care of someone else can help take our minds off our own problems.

For some more ideas about how and where to take a time out, go online to www.hilton.com/vacations or call 1-800-HILTONS.