**Issued on behalf of Stena Line**

**Date: 4th August 2016**

**Pooch Power Helps Drive *Holidog* Trend**

‘*Dogs need a holiday too*’ says Stena Line!

According to a recent Post Office survey, 1.4 million Britons will holiday in the UK this year instead of going abroad because the most important member of the family says so…the dog!

The prospect of putting pooch into kennels for even a short period of time is such a stressful thought that more and more dog owners are deciding to enjoy *holidog* delights closer to home, electing to spend quality down time and sample the delights of travelling to new walks and trails across the UK and Ireland instead of going abroad without their four legged friend.

To help dog lovers get the most from their precious holiday time, leading ferry company Stena Line, who offers free pet travel, has identified a list of enriching dog walks in the UK and Ireland to help create lots of new adventures for dog owners and their beloved pooch…side by side!

Orla Noonan, Stena Line’s Head of Travel commented: “We carry thousands of pets and their owners across the Irish Sea every year and we know from first-hand experience just how strong the bond is between a loving dog and a doting owner. Leaving their pets for any period of time is a major emotional wrench, not to mention the significant expense of kennelling, so it’s not surprising that more and more dog owners are opting to take their pets on holiday with them, especially when it doesn’t cost them a penny extra. On some of our vessels you can even keep an eye on your four legged friend during the sailing with our handy pet cam.”

“As it’s a holiday for both owner and dog we have put together some options to provide a guide to some of the more interesting dog walks in Ireland coupled with a range of accommodation options in the area so that owner and pet don’t have to spend a moment apart on their *holidogs*!! “

“We have selected some of the more scenic walks in close proximity to each of our ports so you can get active as soon as possible. If you have a picture of your pet enjoying their *holidog* we’d love to see it and will post a selection of the best on our Facebook site to share with other dog lovers on [www.facebook.com/stenalineukie](http://www.facebook.com/stenalineukie)” Orla concluded.

For those seeking an adventurous walk close to Stena Line’s Cairnryan ferry terminal look no further than these 5 walks which are noted for their scenery:

* Failford Gorge
* Castle Semple Loch
* Eglinton Country Park
* Greenock Cut
* Hollybush/Doon River

***-ctd***

And after an enjoyable walk(s) you can relax in the surroundings of your choice of pet friendly accommodation includingWoodland Bay Hotel (Girvan, Ayrshire) and Novotel Glasgow.

For those travelling to Liverpool, there are also a number of popular dog-walking spots nearby, such as:

* Sefton Park
* Otterspool Promenade
* The Wirral Way
* Royden Park
* Heswall Dales

Pet-friendly accommodation in Liverpool includes Hope Street Hotel and Aloft Liverpool, which even provides specially branded bed and bowl free of charge!

Travelling with Stena Line means that you can sit back, relax, enjoy the free Wi-Fi, free movies and great eateries to make your *holidog* as enjoyable as possible knowing that you and your four-legged friend will be reunited shortly for the start of a whole new adventure.

With lead in prices from just £79\*\* for a car plus driver (single) with pets travelling free and a great range of pet-friendly accommodation, Stena Line is confident that it can help keep dog owners ahead of the pack and make sure that when it comes to holidays, the WHOLE family can enjoy it together. Plus this fantastic offer includes free access to the Stena Plus Lounge.

***Terms and conditions:*** *\*It is advised to make the accommodation providers aware that you are planning to bring at dog at the time of booking. \*\*Available on the Belfast to Cairnryan route only. Free Stena Plus upgrade is available for guests ages 8 years and over, if booked at least 24 hours in advance and subject to availability. From price quoted is an online single Economy fare for car + driver for travel from Belfast 03:30, 19:30, 23:00/23:30 hrs and from to Cairnryan 04:00/05:00, 07:30, 23:00/23:30 hrs. Must be booked by 11 August 2016. Conditions apply. If travelling on the Belfast – Liverpool route it is recommended that you book a kennel for an additional £15 per kennel each way.*

**[ends]**

**For further information, please contact Bronagh Cobain of Duffy Rafferty Communications on Belfast +44 (0) 28 9073 0880.**

**NOTE TO EDITOR:**

If you want to stretch you and your pooch’s legs before sailing, try these dog friendly walks:

**Ex Belfast** – Cairn Wood, Cavehill Country Park, Lagan Towpath, Divis and Black Mountain, Dundrum Castle Woods Trail.