# What brings us joy?



In the hustle and/or bustle of modern life, it's easy to overlook the importance of life's small joys. But for many, these seemingly trivial moments can be vital pockets of happiness and mental well-being. A recent study involving 2,000 adults has underscored the significance of small, everyday pleasures. A whopping 88% of participants valued these tiny joys, such as sharing a hearty laugh until your cheeks ache, savouring a sumptuous meal, or luxuriating in a steamy bubble bath.

Everyday perks like jamming to your favourite tunes, scenic country strolls, and the exhilaration of planning your next fab holiday make a world of difference. Looking ahead, 57% of those surveyed relish the idea of future travel, 49% cherish the thought of spending more time with loved ones, and 28% are eager to dive into new hobbies.

Paul Pomroy, CEO of Warner Hotels—which commissioned the research—shared insight into the findings: "Our lives are filled with little moments of joy, from the bliss of your favourite songs to the comforting warmth of the sun on your skin. For many, stepping away from daily routines to unwind and connect deeply with loved ones can do wonders for your spirits. A brief escape can be just what's needed to create these joyous moments, whether it's unwinding at a spa, immersing yourself in exciting activities, or simply cherishing time with friends and family."

According to the study, the typical adult experiences around four these joyful moments each day, with 37% making it a habit to indulge in activities that bring them happiness. A resounding 79% believe that happiness is infectious, and 35% frequently go out of their way to share positivity with others. To brighten their own mood, respondents admitted to indulging themselves about four times a week. Moreover, 26% find themselves doing this more in 2024 compared to 2023, driven by a burgeoning desire to embrace the present moment (40%).

The research, conducted by OnePoll.com, also highlighted that 44% of people genuinely cherish the small things in life, and a similar proportion are keen to invest in what brings them joy. To break free from the monotony, 43% habitually book short vacations. Interestingly, while 46% find joy in planning a holiday, 43% admit that the excitement often dwindles just three days post-return. To keep the holiday spirit alive, 41% enjoy going through holiday photos, 32% love to reminisce, and 16% even attempt recipes they enjoyed while away. Additionally, 32% start planning their next escape almost immediately, with 27% beginning this within three months.

Paul Pomroy added, "Now, more than ever, people are putting a premium on finding joy in the everyday—and a brief getaway is an ideal way to relish in what makes you happy. Our research illustrates that while folks are more than willing to treat themselves and spend on what brings them joy, they also crave real value from those experiences. At Warner Hotels, we aim to offer a rich variety to create those joyful moments—be it savouring a meal with a loved one, unleashing some stress with axe throwing, or dancing to your favourite tracks at a live show. It’s all about giving people the chance to bask in what makes them happy."

To make these joyful moments even more accessible, Warner Hotels is offering a 'one night free' deal for holidaymakers who book a stay of at least three nights between 15 and 19 July 2024. To take advantage of this offer, visit www.warnerleisurehotels.co.uk. \*T&Cs apply.

**TOP 30 MOMENTS OF JOY**

* A good night’s sleep
* Spending quality time with family and friends
* Getting into bed with freshly washed sheets
* A great meal
* Receiving a hug from a loved one
* Walks in the country
* Feeling the sun on your face
* Booking a holiday
* Chocolate
* Giving someone special a present
* Your favourite song coming on
* Taking a bite of a delicious slice of cake
* Getting a quiet moment to yourself
* Laughing till your cheeks hurt
* Seeing the sun rise
* Finishing a great book
* Your favourite dish being on the menu
* Not having to cook
* A hot cup of coffee in the morning
* Going to watch a live show
* Sinking into the bath
* Having a relaxing massage
* ‘Date night’ with your partner
* The last day of work before annual leave
* Landing a funny joke or quip
* Getting dressed up for a nice meal
* Winning a game
* A glass of wine after a busy day
* Floating in a swimming pool
* Dancing to your favourite song like no one’s watching

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