

## All aboard for screen-free fun: Trainline and Yoto launch free drawing activities for kids to keep summer travel on track

- New research from Trainline finds that more than three in four (77%) parents say they've felt pressure to use screens to keep children entertained while travelling, with over half of those surveyed also saying they would prefer not to
- The need for easy options to entertain kids is greater in summer, as Trainline data shows UK family train journeys are on average 41% longer
- To support parents and carers on train journeys, Trainline and Yoto launch the first free Yoto Daily Draw Along collection, themed around rail and holidays

**8<sup>th</sup> July, London UK** – Trainline, Europe's leading train and coach app, has partnered with award-winning children's audio platform Yoto to help make family train journeys even more enjoyable this summer – as new research from Trainline highlights the screen-time dilemma many parents face when travelling with children.

The survey findings revealed that more than three in four (77%) parents felt pressure to use screens whilst travelling with their children on public transport, with more than half (61%) of those parents saying that they would prefer not to. Digging deeper into the research, the survey also found that a quarter (25%) of the parents felt as if they were being judged by others for keeping their children occupied with screen-based entertainment. Yet nearly three quarters (73%) said they are conscious of how their child's behaviour might affect other passengers – proving parents simply can't win.

That's why Trainline has collaborated with children's audio platform Yoto to launch a new, free collection of 'Draw Alongs' – the brand's much-loved guided drawing activities that feature on their award-winning podcast for kids, Yoto Daily. The Trainline x Yoto collection has been created specifically for children travelling by train and lands just in time for the summer break, giving families an easy and adaptable screen-free way to keep children entertained whilst on the move. Trainline's own data shows journeys are on average 41% longer for families travelling in the summer months\*, which is why the bespoke episodes are specifically designed to entertain for longer journeys.

The Draw Along collection acts like a creative travel companion for children, with each episode guiding them through a different scene inspired by trains, holidays and the things they might spot along the way. Young travellers can design their own dream train or an under-the-sea train, head off on a mountain trail or even a rollercoaster adventure.

Available from 8<sup>th</sup> July until 1st September via the Discover section of the free Yoto app, the collection features 12 guided drawing episodes, seven of which have never been heard before, promoting imaginative play and creativity as an engaging and entertaining alternative. They're inspired by what children may see or experience as they travel, and as an added bonus they're completely free to all, with parents not even needing a Yoto Player to enjoy.

The collaboration is being supported by **child therapist Saskia Joss**, co-host of '**Help! My Child's Anxious**' and a vocal supporter of the benefits of imaginative play for children. **She said**, "Travel helps children build confidence and a sense of adventure; but as a parent, I know that sometimes it can feel daunting, especially with younger children. Creative activities like audio storytelling and drawing encourage imagination, focus and a sense of calm. Trainline's research found more than a third of parents turn to screens because it feels like the easiest option, but these free Draw Alongs offer parents a fun alternative instead."

**Leah Knighton, Global Brand Marketing Director at Trainline, said:** “As a parent myself, I know how much a train journey can spark something in children’s imaginations - like that familiar childhood thought of whether there might be fish outside the window while travelling through the Channel Tunnel. I can relate to our research that showed nearly three quarters of parents believe train travel helps children develop real-life skills, and it’s that sense of curiosity that makes Yoto’s Draw Alongs such a natural fit for family travel this summer. By partnering with Yoto, we want families to feel prepared and in control, with a screen-free option that keeps children engaged and makes the whole journey easier for everyone on board.”

**Jake Harris, Executive Producer at Yoto and host of the award-winning Yoto Daily podcast, said:** “We know how powerful audio can be in capturing children’s imagination, even when they’re doing something else, like travelling or creating on the move. This new ‘Draw Along’ collection is designed to give families a simple, screen-free option to entertain children, ideal for supporting families to travel more comfortably and confidently.”

Trainline analysis of last summer’s family bookings data also found that classic UK holiday destinations were among the fastest-growing spots, with Newquay (+252%), Carbis Bay (+247%), St Ives in Cornwall (+227%), Motherwell (+218%) and Great Yarmouth (+217%) all trending\*\*. The insight helped inform Trainline and Yoto’s free Draw Along series, with imaginative options such as beaches and ice creams included in the curated content, making them perfect for summer family travel this year, too.

#### **Top tip for travelling by train with children from Trainline:**

A Family & Friends Railcard gives 1/3 off adult fares and 60% off kids’ tickets – really handy for sightseeing days out as well as travelling longer distances. It’s a myth that it’s just for big groups too – one adult travelling with one child or more can benefit as well.

#### **ENDS**

*\*Journey length of UK IP address family travellers June-August 2025 compared to every other month in 2025.*

*\*\*Top destinations for families booking with a UK IP address comparing passenger volumes for July-August 2025 against May-June 2025.*

#### **About the Draw Alongs:**

Full Track List:

- Intro track
- Mountain Trail
- Beach Scene
- Dream Train
- Train conductor
- Rollercoaster
- Train Station
- Under-the-sea Train
- Camping Scene
- City Scene
- Steam Train
- Ice Creams
- Flowers

Available to stream exclusively on the free [Yoto app](#), the collection is also available to enjoy offline for those with a Yoto Player. Simply link to a Make Your Own card and download to your Yoto Player or Yoto Mini before you set off to listen without Wi-Fi.

**About the survey data:** This online survey of 2,000 UK parents was commissioned by Trainline on behalf of and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected between 15/05/2026 and 20/05/2026. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.

### **About Trainline**

Trainline is the leading independent rail and coach travel platform selling rail and coach tickets to millions of travellers worldwide. Via our highly rated website and mobile app, people can seamlessly search, book and manage their journeys all in one place. We bring together millions of routes, fares and journey times from 270 rail and coach carriers across more than 40 countries. We help our customers find the best value fares for their journey and smart, real time travel information on the go. Our aim is to make rail and coach travel easier and more accessible, encouraging people to make more environmentally sustainable travel choices.

### **About Yoto**

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and Yoto Mini, put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto was named one of Bloomberg's Top Start Ups to watch and was named the second fastest growing tech company by Deloitte in 2023.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Universal Music Group, Sony, Warner Music, Mattel, Disney, Potter more Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

### **Notes to Editors**

Full list of trending destinations for families with a UK IP address with journeys starting from the UK comparing passenger volumes for July–August 2025 against May–June 2025:

- Newquay: **252%**
- Carbis Bay: **247%**
- St Ives (Cornwall): **227%**
- Motherwell: **218%**
- Great Yarmouth: **217%**

- Dumfries: **216%**
- Windermere: **203%**
- Looe: **199%**
- Whitby: **198%**
- Saltburn: **193%**
- Brussels: **193%**
- Blackpool: **192%**
- St Erth: **186%**
- Bodmin Parkway: **185%**
- Camden Road: **180%**
- Borth: **179%**
- Sheringham: **177%**
- St Annes-on-the-Sea: **176%**
- North Berwick: **175%**
- Inverness: **174%**