

The Highlands tops 'lust list' of UK destinations as confined Brits start planning bucket list trips

A leading holiday rental marketplace has revealed the most sought-after destinations in the UK as Brits in lockdown plan their dream trips for when it is safe to do so. The marketplace has revealed that the Scottish Highlands is the most searched for UK holiday destination, followed by Snowdonia and the Yorkshire Dales.

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The marketplace, [Snaptrip.com](https://www.snaptrip.com), looked at its internal data to reveal the top search results for UK holiday destinations in the last month, and found that the Scottish Highlands is the most searched for destination in the UK, closely followed by the Snowdonia in north Wales and the Yorkshire Dales.

The top five most searched for destinations in the UK are:

1. Scottish Highlands
2. Snowdonia
3. Yorkshire Dales
4. Cornwall
5. Lake District

The full list of top 15 searched for areas in the UK can be found here: [\[insert blog link\]](#)

Snaptrip has noted a 30% rise in searches for holidays in 2021, since the Government told people to stay at home on 16th March. When members of the British public were asked what destinations they most longed to visit, 45% of Brits said they would like to go to the beach or somewhere along the coast, 28% want to go into the countryside and 17% want a city break.

Snaptrip.com is a trusted marketplace for travellers to discover the best last-minute cottage, apartment and lodge holiday deals in the UK, Ireland and other European destinations. With more than 60,000 properties available on-site, Snaptrip.com helps people find and book last-minute accommodation with discounts of up to 60%.

Matt Fox, CEO and co-founder of Snaptrip.com, said,

“It is a tough time for the travel industry at the moment, with the majority of the British public avoiding making concrete plans until there is more reassurance and stability moving forward. However, we have definitely noticed an increased interest over the last couple of weeks towards certain destinations, and we can only surmise that Brits are eagerly planning dream trips to take around the UK when it is safe to do so.

“We are confident that the British tourism industry will bounce back, and it is looking as though there will be a greater appreciation for the amazing spaces that Britain has to offer and a desire to visit some of the more remote and wild locations within the British Isles once we have put this episode behind us.”

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