

FOR IMMEDIATE RELEASE
JANUARY 2020

Whitby revealed as most popular British holiday destination based on 2019 bookings

The UK's leading holiday rental marketplace has revealed the most popular staycations from the past year, with Whitby in Yorkshire taking the crown, followed by Welsh holiday spots Tenby and Anglesey. The platform's booking and traffic data shows that the seaside town located in North Yorkshire was the most popular destination for British holidaymakers in 2019, and has an average price of £490 for three nights, 8% less than the UK average.

The UK's leading holiday rental marketplace has revealed the most popular staycations of 2019, with the seaside town of Whitby, North Yorkshire, taking the crown.

After analysing annual booking and traffic data, [Snaptrip](#) discovered that the south of England is no longer a popular staycation hotspot for British holidaymakers, with parts of Northern England and Wales dominating the top 10 list.

Whitby has long been a popular tourist destination, due to its close proximity to the North York Moors National Park and its heritage coastline. The once fishing and whaling town has an extensive maritime, mineral and tourist history, with the ruins of Whitby Abbey a famous attraction*. The average price for a three-night stay in Whitby is £490, 8% less than the UK average of £528.

To see the full research, which includes the top 10 most booked properties of 2019 visit:
<https://www.snaptrip.com/c/popular-british-staycations-2019>

The top ten most popular British staycation destinations of 2019, along with the average price for a three-night stay in each area, are as follows:

1. Whitby - £490
2. Tenby - £576
3. Anglesey - £495
4. York - £480
5. Dyfed (Pembrokeshire) - £455
6. Keswick - £592
7. St Ives - £596
8. Isle of Wight - £470
9. Newquay - £494
10. Skegness - £341

A 2019 study found that over half (52%) of 25 to 34-year-olds plan on increasing their holidays in the UK, and one in three (31%) planned to spend more holiday time in the UK this year compared to previous years. The convenience of staycations made them more appealing to a third (34%) of Brits**.

Snaptrip 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, said,

"The United Kingdom is the home to some truly beautiful destinations, there really is no reason to not go and explore more of it. Some might be surprised that Whitby is the most popular staycation destination, many think of the Lake District or Cornwall when they think of 'British holiday', but there's a real emerging trend for holidaying in the North East - it's got some of the most breathtaking scenery our country has to offer, and it's quite a bit cheaper!"

"It's clear that staycations are going to continue to grow in popularity, which might be down to the rising price of holidaying abroad, uncertainty around Brexit or people simply discovering the amazing spots our country has to offer. Either way, domestic holiday let companies and owners are certainly enjoying the boost in business."

ENDS

NOTES TO EDITOR

*<https://www.visitwhitby.com/>

**<https://www.barclayscorporate.com/content/dam/barclayscorporate-com/documents/insights/industry-expertise/HL-report-staycation.pdf>

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