

## Growing trend of families hosting Christmas in holiday lets

*The UK's leading holiday rental marketplace has discovered a growing trend of families renting holiday homes to host Christmas in, after internal data shows a 23% uptake since 2018 in families booking holiday lets over the Christmas period. The most common reason cited for this trend is families unable to host due to a lack of space, with Ceredigion revealed as the most popular location for Christmas hosting holiday lets, followed by the Lake District and Devon.*

The UK's leading holiday rental marketplace has discovered a growing trend in families renting holiday homes to host Christmas in, after internal data shows a 23% uptake in this type of booking from 2018-19.

According to [Snaptrip's](#) data, from 2016-17, family bookings from the 24th to the 27th December had increased by 6%, and then from 2017-18, by 11%. 2018-19 has seen the biggest increase, with a 23% rise in bookings from families over the Christmas period.

After discovering this data, Snaptrip surveyed more than 2,000 of its customers that had booked this type of stay, on why they intend to rent or have rented a property for the Christmas period. More than two fifths (43%) stated their house is too small to host in, a third (35%) said family members live too far away from one another to travel to, and a fifth (19%) said they did not want to clean up before and after hosting guests.

Snaptrip has produced a guide on how to pick the perfect Christmas holiday let, along with which destinations are the most popular to visit over the festive period here: **LINK**

The most popular destinations for families to host Christmas in are:

1. Ceredigion
2. Lake District
3. Devon
4. Yorkshire
5. Cornwall

On average it costs **£XXX** to let a four bedroom holiday let from the 24th to the 27th December in the UK.

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,

“With the advancement of travel and technologies such as social media, there’s no wonder that families are spreading around the country and beyond. Christmas and winter holidays are full of joy, but there’s no joy like sharing it with your loved ones.

“There’s so much pressure for the perfect Christmas, and getting away with the family can help lift everyone’s spirits. Who doesn’t love having a change of scenery, plus there’s the added benefit of not needing to Hoover the entire house before everyone arrives!”