

Expert comment: Leading UK holiday provider urges Brits to shop for the best deal after Which? investigation

Matt Fox, CEO and Founder of the Snaptrip Group, home to the UK's leading holiday rental marketplaces [Snaptrip](#), [Big Cottages](#) and [Dog Friendly Cottages](#), comments on the recent Which? Investigation revealing prices for the same holiday cottage booked on the same dates can vary by hundreds of pounds, depending on the booking platform:

“These findings are extremely worrying, and highlight how important it is that anyone looking to book a holiday takes the time to shop around to make sure they’re getting the best deal.

“The investigation shows the cost of holiday cottages varying by hundreds of pounds depending on the site they are booked through, which is extremely alarming. One simple solution to avoid paying over the odds for a holiday cottage is to book through a marketplace such as those under the Snaptrip Group, which partner with cottage providers themselves and are guaranteed to provide the lowest price for any properties. That way, customers can be assured they’re definitely getting the best deal, with no chance of getting ‘ripped off’.

“We’ve had a 181% increase in bookings for July already this year, so it’s clear in the current climate people are taking the time to search for the best price for their UK holiday. That said, it’s important we raise awareness of the issues that have arisen in the Which? investigation and ensure the providers that are offering stays for extortionate prices are held accountable.”