

Brits Can Get 18 Nights In Albufeira For The Price Of Three In NYC This Spring TripAdvisor TripMaximiser Report shows UK travellers where their pound stretches furthest

LONDON, UK – 14 March, 2017 – The average British traveller’s holiday budget could get 18 nights in Portugal’s Albufeira for two people versus three nights in New York City this spring according to a report from TripAdvisor.

TripAdvisor, the planning and booking site, which offers travellers millions of reviews combined with the ability to compare hotel prices before booking, has today unveiled its inaugural TripMaximiser Report, designed to help travellers choose the holiday that suits them most based on their budget.

The TripMaximiser Report outlines the number of nights affordable for two people at ten of the most popular destinations during the spring travel period (1 March – 31 May 2017), taking into account the average British travellers’ holiday spend of £1,000 per person on accommodation and flights^[i].

The destinations offering the best value for the average British travellers’ budget this spring are Albufeira, Benidorm and Prague, where £1,000 per person gets two people 18, 17 and 13 nights respectively inclusive of flights and accommodation. The average cost of a flight to Albufeira comes in at £193 per person, while the average nightly hotel rate on TripAdvisor is £90.

In comparison, with the average flight per person costing £528 and the average nightly hotel rate on TripAdvisor at £293, New York City is the destination offering the shortest duration for the same spend – just three nights. Hong Kong and Dubai follow close behind at four nights.

At the midway point are Paris and Bangkok offering nine and eight nights respectively, proving that it’s possible to travel long haul for the same price and more or less the same duration as within Europe. While the average per person flight price to Bangkok is nearly six times more than Paris at £619 versus £108, the average nightly hotel rate on TripAdvisor for Bangkok compared to Paris closes up the gap at £99 and £201 respectively.

“TripAdvisor knows that when people plan a trip they want to ensure they unleash its full potential and that means maximising their experience as well as their budget. The TripMaximiser Report helps travellers by revealing just how many nights away Brits can get for the same budget at popular destinations across the world, commented TripAdvisor spokesperson, Hayley Coleman. “Travellers who are willing to be flexible on a holiday destination stand to get the best value when booking a trip this spring.”

Number of nights possible for £1,000pp at 10 of the most popular spring travel destinations^[iii]

(Ranked according to length of stay possible for two people from most to least number of nights)

Ranking	Destination	Average flight cost per person ^[iii]	Average flight cost for two people	Average nightly hotel rate on TripAdvisor ^[iv]	Duration of trip possible for two people (# of nights)
1	Albufeira, Portugal	£193	£386	£90	18
2	Benidorm, Spain	£194	£389	£93	17
3	Prague, Czech Republic	£199	£398	£125	13
4	Marrakech, Morocco	£269	£539	£160	9
5	Paris, France	£108	£215	£201	9
6	Bangkok, Thailand	£619	£1238	£99	8
7	Reykjavik, Iceland	£339	£677	£205	6
8	Dubai, United Arab Emirates	£397	£794	£282	4
9	Hong Kong, China	£615	£1230	£195	4

10	New York City, United States	£528	£1055	£293	3
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Travellers planning a trip to any of these popular destinations this spring can read reviews, cost compare and book their hotel on TripAdvisor. Here is a selection of highly rated value hotels in 10 of the most popular spring travel destinations available to book on TripAdvisor[[v](#)]:

1. **Albufeira** – average nightly hotel rate on TripAdvisor: £90

[Flor da Laranja](#), bookable on TripAdvisor for £32 per night

2. **Benidorm** – average nightly hotel rate on TripAdvisor: £93

[Benimar Apartments](#), bookable on TripAdvisor for £34 per night

3. **Prague** – average nightly hotel rate on TripAdvisor: £125

[Mosaic House](#), bookable on TripAdvisor for £75 per night

4. **Marrakech** – average nightly hotel rate on TripAdvisor: £160

[Riad Slawi](#), bookable on TripAdvisor for £46 per night

5. **Paris** – average nightly hotel rate on TripAdvisor: £201

[Hotel de la Mare](#) bookable on TripAdvisor for £90 per night

6. **Bangkok** – average nightly hotel rate on TripAdvisor: £99

[Tara Place](#), bookable on TripAdvisor for £44 per night

7. **Reykjavik** – average nightly hotel rate on TripAdvisor: £205

[Hotel Cabin](#), bookable on TripAdvisor for £97 per night

8. **Dubai** – average nightly hotel rate on TripAdvisor: £282

[Premier Inn Dubai Silicon Oasis Hotel](#), bookable on TripAdvisor for £72 per night

9. **Hong Kong** – average nightly hotel rate on TripAdvisor: £195

[Mini Hotel Central Hong Kong](#), bookable on TripAdvisor for £70 per night

10. **New York City** – average nightly hotel rate on TripAdvisor: £293

-Ends-

Notes to editors:

[i] The average UK traveller holiday spend on accommodation and flights is based on the results of a TripAdvisor survey of 2,989 UK travellers which found that on their last main holiday, 44% of Brits spent £1,000 or more on the accommodation and flights portion of the trip.

[ii] The 10 of the most popular spring travel destinations for Brits are based on instant booking and meta click data for hotel check-ins from 1 March - 31 May 2016.

[iii] Average flight cost per person represents the average roundtrip price for flights to each destination between 1 March - 31 May 2017, aggregated over UK's main hub airports (LCY, LGW, LHR, LTN, SEN, and STN). All prices were converted from USD to GBP on 9th February 2017..

[iv] Average nightly hotel rate is based on the average nightly rate for 3-star hotels and above in each destination between 1 March - 31 May 2017.

[v] High rated value hotels were selected according to the Popularity Index on 7 February 2017. Hotels were filtered by 'value', with a minimum bubble rating of four out of five (where possible). Prices represent the average nightly rate for 1 March – 31 May 2017.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travellers to unleash the potential of every trip. TripAdvisor offers advice from millions of travellers, with 465 million reviews and opinions covering 7 million accommodations, restaurants and attractions, and a wide variety of travel choices and planning features — checking more than 200 websites to help travellers find and book today's lowest hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average unique monthly visitors** in 49 markets worldwide. TripAdvisor: Know better. Book better. Go better.

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*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2016

**Source: TripAdvisor log files, Q3 2016

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<https://tripadvisor.mediaroom.com/14-03-2017-TripMaximser-Report>