

Bournemouth Crowned The UK's Best Beach Destination TripAdvisor reveals the UK's and Europe's best beaches

LONDON, UK. – 7 March, 2012 – [TripAdvisor](#)[®], the world's largest travel site*, today announces the winners of its second annual Travellers' Choice[®] Beach Destinations awards. Bournemouth was crowned the UK's best beach destination and was the only UK finalist in the European top 10, where it took fourth place, beating every beach destination in Italy, France, Portugal and more.

Jersey's St. Brelades was named the UK's second best beach destination while Devon's Woolacombe took third place.

"These awards recognise the UK's and Europe's best beach destinations, according to those that really matter – travellers themselves," commented Emma Shaw, TripAdvisor spokesperson. "Bournemouth has long been a popular seaside resort and recent investment in the area has clearly paid off – not only has it been named the UK's best beach destination, up from third place last year, but it's also ranked ahead of almost every Mediterranean beach destination."

Bournemouth takes top spot

Following its third-place finish in 2011, Bournemouth rose through the ranks to be named the UK's best beach destination this year. It was joined by two other Dorset destinations: Weymouth in 8th place and Swanage in 9th.

Bournemouth is currently undergoing significant improvement with some £11 million recently injected into the seafront at Boscombe. The area has seen the addition of new designer beach 'pods', water sports academies, and new bars and restaurants sitting alongside a newly refurbished pier.

Tobias Ellwood, MP for Bournemouth East, commented: "Those that live in Bournemouth have long known what a great town it is, but for it to be recognised by TripAdvisor's travellers as the UK's best beach destination really is a tremendous honour for the area."

Cornwall claims almost half of the top ten spots

Home to three of last year's winners, Cornwall triumphed again claiming four of the UK's ten best beach destinations: St. Ives in 4th place, Newquay in 6th, Bude in 7th and Padstow in 10th.

Malcolm Bell, head of tourism, VisitCornwall, commented: "Cornwall is an iconic destination where our fantastic beaches are one, if not the major draw, be that to swim, surf, walk on or dine beside."

Award winners were determined based on the most highly rated beach destinations by travellers in TripAdvisor reviews. Unlike any other honours, TripAdvisor Travellers' Choice winners are based on millions of valuable reviews and opinions from travellers around the world.

For the complete 2012 Travellers' Choice Beach Destinations winners and more reviews, opinions and candid holiday photographs, go to <http://www.tripadvisor.co.uk/TravelersChoice-Beaches>.

-Ends-

TripAdvisor's Traveller Choice Beach Destinations winners: (brackets indicate last year's ranking)

UK:

1. Bournemouth, Dorset, England (3)
2. St. Brelades, Jersey, Channel Islands (6)
3. Woolacombe, Devon, England (7)
4. St. Ives, Cornwall, England (1)
5. Tenby, Pembrokeshire, Wales (5)

6. Newquay, Cornwall, England (2)
7. Bude, Cornwall, England (-)
8. Weymouth, Dorset, England (4)
9. Swanage, Dorset, England (10)
10. Padstow, Cornwall, England (8)

Europe:

1. Oludeniz, Aegean Coast, Turkey (5)
2. Icmeler, Aegean Coast, Turkey (-)
3. Puerto Alcudia, Balearic Islands, Spain (7)
4. Bournemouth, Dorset, UK (-)
5. Benidorm, Alicante, Spain (-)
6. Albufeira, Algarve, Portugal (-)
7. Antalya, Mediterranean Coast, Turkey (-)
8. Playa del Ingles, Canary Islands, Spain (-)
9. Corralejo, Canary Islands, Spain (-)
10. Puerto Del Carmen, Canary Islands, Spain (-)

<https://tripadvisor.mediaroom.com/2012-03-07-BOURNEMOUTH-CROWNED-THE-UK-S-BEST-BEACH-DESTINATION>