

## **Bali & Ibiza Most Popular Destinations For Brits This Summer But Dubai & Gran Canaria Offer Best Bargains, TripAdvisor Data Reveals**

### **Summer Holiday Value Report highlights where Brits are heading for summer and how to save at these destinations**

□ **LONDON, UK, 17 May 2017** – Ibiza and Bali are the most popular short and long haul destinations for Brits travelling abroad this summer, according to the travel and booking site, TripAdvisor.

Spain boasts five of the top 10 short-haul destinations: Ibiza, Majorca, Barcelona, Benidorm and Gran Canaria, which take first, third, seventh, eighth and tenth place.

On the long-haul list, there are four Asian and three US destinations in the top 10 – Bali, Orlando, Las Vegas, Maldives, New York Bangkok and Phuket take first, second, third, fourth, fifth, sixth and ninth place respectively.

The TripAdvisor Summer Holiday Value report published today has revealed the top 10 long-haul and short-haul destinations for British holiday-goers this summer, based on the greatest increase in seasonal hotel booking interest, along with the average one-week holiday costs for hotels and airfares. The report helps travellers discover savings at popular travel destinations by highlighting the least expensive week to visit.

#### **Short-haul: Gran Canaria offers best bargain**

When comparing the average cost of a week's holiday among the top ten short-haul destinations, across the whole of the summer season, Benidorm offers the best value overall at £1,190. However, when comparing specific travel dates, Gran Canaria actually offers the least expensive week available to book on TripAdvisor this summer.

By avoiding the peak travel period in July and opting instead for a visit to Gran Canaria on 19 June, Brits could save a massive 194% on the cost of a hotel and flights. During the week of 29<sup>th</sup> May, UK travellers heading to Ibiza could save 136% compared to peak prices, and those jetting off to Ibiza at the beginning of June could save 49%.

#### **Long-haul: Biggest savings found in Dubai**

When looking at the top ten long-haul destinations, Bangkok is the cheapest overall, both for the average cost of a week's holiday (£1,144) and when considering individual dates over the summer (£973 if travelling at the end of May). However, if evaluating where travellers can save the most this summer by avoiding peak travel dates, it is actually Dubai and the Maldives that offer the best savings for Brits who choose their dates wisely.

While these destinations are among the most expensive overall, when travelling to Dubai on 12<sup>th</sup> June UK holidaymakers can save a staggering 177% compared to prices in July and in the case of the Maldives, a saving of 134% could be made if travelling on 5<sup>th</sup> June instead of during the peak dates of 19<sup>th</sup> – 25<sup>th</sup> June, making these resorts significantly more affordable.

“This report demonstrates that travellers who choose their travel dates carefully when planning a trip abroad this summer stand a chance of picking up some major savings when they are ready to book the right hotel for their travel needs. If you are considering a holiday in Gran Canaria during the week of 19<sup>th</sup> June for example, you can book it on TripAdvisor for a whopping £375 less than the average week's cost over the rest of the summer – that's more than the cost of a flight to Malta!” advised Hayley Coleman, TripAdvisor spokesperson.

#### **Top 10 Short-Haul Summer Destinations and Average Summer Costs**

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Rank	Popular summer destinations 2017 <sup>1</sup>	Average nightly hotel rate <sup>3</sup>	Average roundtrip airfare <sup>4</sup>	Average cost of one week's trip (7 nights) (hotel and flight combined) <sup>5</sup>	Least Expensive week (LEW) to travel	Cost of Least expensive week <sup>6</sup>	Percentage saving by travelling on LEW <sup>7</sup>
1	Ibiza	£269	£185	£2066	5 June – 11 June	£1067	49%
2	Crete	£141	£334	£1323	29 May – 4 June	£1064	44%
3	Majorca	£187	£165	£1472	5 June – 11 June	£1271	29%
4	Santorini	£360	£397	£2914	29 May – 4 June	£2626	16%
5	Cyprus	£145	£286	£1304	12 June – 18 June	£1118	31%
6	Malta	£149	£365	£1408	29 May – 4 June	£1206	136%
7	Barcelona	£207	£155	£1603	31 July – 6 Aug	£1524	46%
8	Benidorm	£143	£188	£1190	5 June – 11 June	£989	43%
9	Madeira	£128	£292	£1191	28 Aug – 3 Sept	£1078	19%
10	Gran Canaria	£119	£526	£1358	19 June – 25 June	£983	194%

\*Orange and green denotes the cheapest and most expensive destinations and the smallest and biggest savings

#### **Top 10 Long-Haul Summer Destinations and Average Summer Costs**

Rank	Popular summer destinations 2017 <sup>2</sup>	Average nightly hotel rate	Average roundtrip airfare	Average cost of one week's trip (7 nights) (hotel and flight combined)	Least Expensive week (LEW) to travel	Cost of Least expensive week	Percentage saving by travelling on LEW
1	Bali	£162	£513	£1651	29 May – 4 June	£1477	38%
2	Orlando	£178	£725	£1973	28 Aug – 3 Sept	£1670	27%
3	Las Vegas	£187	£941	£2248	28 Aug – 3 Sept	£1997	33%
4	Maldives	£555	£1678	£5565	5 June – 11 June	£4316	134%
5	New York City	£296	£713	£2784	21 Aug – 27 Aug	£2434	25%
6	Bangkok	£101	£440	£1144	29 May – 4 June	£973	65%
7	Dubai	£196	£703	£2077	12 June – 18 June	£1587	177%
8	Marrakech	£139	£372	£1348	5 June – 11 June	£1169	48%
9	Phuket	£110	£438	£1208	5 June – 11 June	£1056	45%
10	Barbados	£232	£860	£2485	28 Aug – 3 Sept	£2215	27%

\*Orange and green denotes the cheapest and most expensive destinations and the smallest and biggest savings

#### **What to do in 10 of the most popular long-haul destinations this summer:**

Below is a selection of exciting things to do in each destination bookable on TripAdvisor:

1. Bali – [Private Bali Tour of Temples and Rice Terraces](#) – from £51
2. Orlando – [Florida Everglades Airboat Tur and Alligator Encounter](#) – from £39

3. Las Vegas – [Morning Maverick Horseback Ride with Breakfast](#) – from £99
4. Maldives – [Private Half Day Local Experience of Malé](#) – from £40
5. New York City – [VIP EmptyMet Tour at The Metropolitan Museum of Art](#) – from £138
6. Bangkok – [Bangkok by Night: Temples, Markets and Food by Tuk-Tuk](#) – from £45
7. Dubai – [4x4 Desert Safari with Dune Bashing, Sandboarding, Camel Riding & BBQ](#) – from £67
8. Marrakech – [Private Guided City Tour: Discover the Authentic Marrakech](#) – from £51
9. Phuket – [Tour to Big Buddha and Jungle Trek with Lunch in Phuket](#) – from £29
10. Barbados – [Barbados Catamaran Snorkeling Cruise](#) – from £55

TripAdvisor is the world's largest travel site, enabling travellers to unleash the full potential of every trip. Travellers can read the latest reviews and compare prices from more than 200 sites to find the lowest prices on the right hotel for their trip at [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk).

## Methodology:

<sup>1</sup>Top short-haul destinations for UK. travellers for summer (1 June, 2017 — 31 August, 2017) according to destinations seeing the greatest increase in seasonal hotel booking interest from spring to summer 2017 on TripAdvisor. All hotel and airfare prices are based on trips departing and returning between 1 June and 31 August, 2017.

<sup>2</sup>Top long-haul destinations for UK. travellers for summer (1 June, 2017 — 31 August, 2017) according to destinations seeing the greatest increase in seasonal hotel booking interest from spring to summer 2017 on TripAdvisor. All hotel and airfare prices are based on trips departing and returning between 1 June and 31 August, 2017.

<sup>3</sup>*Avg. Nightly Hotel Rate* is the average cost of a one-night stay in a 3-5 star hotel with a minimum bubble rating of 4 out of 5, available on TripAdvisor, aggregated from booking partners.

<sup>4</sup>*Avg. Airfare* includes the average domestic roundtrip price to the nearest major airport in each destination based on searches conducted through TripAdvisor Flights.

<sup>5</sup>Average costs to visit the top summer travel destinations are representative of a one-week trip including a seven-night hotel stay and roundtrip average airfare from London airports.

<sup>6</sup>*Least Expensive Summer Week to Visit* is based on the average summer hotel rate during the least expensive summer week for a seven-night stay and roundtrip airfare.

<sup>7</sup>Percent savings were determined by comparing the cost of the least expensive summer week versus the most expensive summer week to visit each destination.

## 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 500 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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[www.viator.com](http://www.viator.com).

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

\*\*Source: TripAdvisor log files, Q3 2016

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<https://tripadvisor.mediaroom.com/Bali-Ibiza-Most-Popular-Destinations-For-Brits-This-Summer-But-Dubai-Gran-Canaria-Offer-Best-Bargains-TripAdvisor-Data-Reveals>