

UK set for busy summer travel period as over 80% of Brits plan holidays

Almost half of Brits intend to travel more this summer than last, with 79% planning up to two holidays

Isle of Wight tops fastest growing domestic destinations bagging No. 1 and No. 2 spots

Albanian Riviera trending with those seeking a bargain beach break

LONDON, UK, 10 May, 2023 - The UK is set for a busy travel period this summer, with 81% of Brits planning holidays between June and August, according to Tripadvisor's Summer Travel Index. The second Seasonal Travel Index of 2023 provides insight into travel demand this season (June 01 - August 31), using a combination of search and sentiment data to reveal insights into Brits' travel plans this summer.

Two in five Brits (43%) intend to travel more this summer than last, with 79% planning up to two holidays. When it comes to where they are going, over a third (37%) will take both international and domestic trips, while a similar number (32%) will only travel abroad. The remainder (31%) will make the most of the warmer weather at home, holidaying exclusively in the UK.

However, amidst the ongoing cost of living crisis, Brits are slightly more cautious than international travellers when it comes to spend. Less than half (46%) are planning to spend more on travel this summer, almost 10% below the global average. Affordability is the most important factor for Brits planning trips, with 71% taking spend into consideration above other factors, such as convenience of transport and travel time.

Alice Jong, Research and Insights Senior Analyst, Media at Tripadvisor said: *"With so many eager to get away this summer, early planning and booking are vital to secure preferred accommodations, flights, and experiences. With many consumers conscious of cost in the current climate, a little flexibility during the planning process can help to drive down the price of their trips. For example, when we look at the top destinations over the next three months, Paris hotel prices are lowest during the week June 19-25, while August 28 - September 03 is the most affordable week to visit London."*

Sought After Summer Hotspots

The beautiful beach town of [Badesi](#), on the northern coast of Sardinia, takes the No. 1 spot for Fastest Growing International Destination this summer. [Ksamil](#), on the Albanian riviera, is a new entry for 2023 at No. 3 and ideal for those looking for a bargain beach break. Less famous than other European hotspots, Ksamil's sandy white shore and crystal clear water gives better known beach destinations a run for their money.

Japan is still topping the charts for trending destinations for Brits, securing three places in the Top 10 Fastest Growing International Destinations, alongside [Da Nang](#) (No. 7) and [Hoi An](#) (No. 8) in Vietnam. Spain is also unsurprisingly popular, with [Cala Santandria](#), Menorca, trending at No. 6 and [Puerto Banus](#) at No. 10.

Price is a top influencer for Brits when choosing travel dates, at 50%, topped only, in true British style, by weather (53%). For those looking to bag a bargain, the most affordable time to visit Badesi, Italy is the week of 5th June and Brits will get the most bang for their buck in Ksamil, Albania, week of 29th May - while also taking advantage of the Bank Holiday.

The Isle of Wight comes out top this summer for British travellers holidaying closer to home, with [Bembridge](#) No. 1 Fastest Growing Domestic Destination and [Ventnor](#) coming in at No. 2. Further north, the picturesque town of [Llangollen](#), North Wales, is the third top trending domestic destination for summer 2023, and [Balmaha](#) on Loch Lomond comes in at No. 4.

Two thirds (66%) of Brits plan on visiting somewhere they have been before, and this is reflected in the Most Popular Destinations for

summer 2023, which show little change on previous indexes. Domestically, [London](#) and [Edinburgh](#) retained the No. 1 and No. 2 spots respectively, and [Benidorm](#) (No. 1), [Paris](#) (No. 2) and [Costa Adeje, Tenerife](#) (No. 5) remain in the top five Most Popular International Destinations this season.

Mapping Out Summer Getaways

While social media sites such as Tiktok and Instagram are increasingly popular for those seeking travel recommendations, only 18% will use them for guidance this summer, while 45% will opt for review sites such as Tripadvisor. Most popular, however, is advice from family and friends with almost half (46%) planning holidays this way.

Around half (42%) of Brits are most excited about tours and activities on their trip. The most booked experiences for summer 2023 include [Buckingham Palace Guard Walking Tour](#) in London, the UK's No.1 Most Popular Destination, as well as a [day trip to Loch Ness and the Scottish Highlands](#) from Edinburgh, the UK's second most popular city to visit this summer.

Further away from home, those visiting this summer's 10th Most Popular International Destination, [Albufeira](#), on Portugal's Algarve, can enjoy this [Kayak and SUP](#) experience. This [Costa Brava](#) day trip from [Barcelona](#), 4th Most Popular International Destination, is ideal for those looking to escape the city for the day.

Top Trending Destinations for Summer 2023

Top 10 Fastest Growing Destinations - Domestic <i>(based on year over year growth)</i>	Top 10 Fastest Growing Destinations - International <i>(based on year over year growth)</i>
1. Bembridge , Isle of Wight	1. Badesi , Italy
2. Ventnor , Isle of Wight	2. Hakone-machi , Japan
3. Llangollen , North Wales	3. Ksamil , Albania
4. Balmaha , Stirling	4. Shinjuku , Japan
5. Salcombe , Devon	5. Chuo , Japan
6. Hayling Island , Hampshire	6. Cala Santandria , Menorca, Spain
7. Banavie , Scottish Highlands	7. Da Nang , Vietnam
8. Seahouses , Northumberland	8. Hoi An , Vietnam
9. Hayle , Cornwall	9. Hong Kong , Hong Kong
10. Looe , Cornwall	10. Puerto Banus , Spain

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Methodology

The data cited in this release was gathered and analysed from two key sources:

A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,400 consumers, in partnership with Qualtrics, conducted between March 17-27, 2023 across six countries - Australia, Italy, Japan, Singapore, U.K. & U.S.

Site behavioural data sourced from first party traffic data on the Tripadvisor platform, gathered between January 10 2023- April 10 2023, for searches made by travellers in the U.S., U.K., Australia, Japan and Singapore for travel between June 01 through August 31, 2023.

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About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

* Source: SimilarWeb, unique users de-duplicated monthly, March 2023

** Source: Tripadvisor internal log files

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<https://tripadvisor.mediaroom.com/Summer-Travel-Index-2023>