

Brits optimistic as UK coastal getaways trend for summer 2024

Four in five Brits are planning a summer holiday

Half intend to spend more on travel this summer than last year

Beach holidays top the charts both home and abroad

LONDON, UK, May 14, 2024 – Almost half of Brits (45%) are set to travel more this summer than last, with four in five (82%) planning a holiday over the next three months. Most UK travellers are unlikely to let macroeconomic factors impact their plans, with only 26% citing financial reasons for changing the way they will travel this summer. Half of Brits (50%) intend to spend more on travel this year than last and 39% will spend the same.

When it comes to selecting a summer holiday destination, many Brits are still undecided, with almost half (49%) choosing to remain flexible and keep their options open. And summer weather conditions may play a major role in the decision making process, with 46% saying the chance of extreme weather will impact their choice of getaway and over a third (37%) planning to stay in the UK this year.

Trending Destinations

Beach trips are most popular this summer, with almost a third (31%) heading to the coast for their holidays. On both the trending domestic destinations and international destinations lists, six out of the top 10 are beach based.

Caribbean island, [Sint Maarten](#), is the No. 1 trending international destination for Brits this summer, with tropical islands in high demand, as [Jamaica](#) comes in third, followed by the [Maldives](#) at No. 4 and [Gili Air](#), Indonesia, at No. 6.

Closer to home, [Malta](#) is the 8th trending international getaway and [Sorgun](#), Turkey comes in at No. 5; a great alternative to the more popular Turkish beach resort of [Antalya](#) (No. 1 Popular International Destination for 2024) just one hour along the coast. [Castiadas](#), on the island of Sardinia, Italy, is named no. 10.

Even those staying closer to home are braving the beach, with more than half of the top 10 trending domestic destinations by the shore. [Le Mont Felard](#), Jersey, is the No. 1 fastest growing domestic destination, followed by [Saltash](#), Cornwall at No. 2, [Portmeirion](#), North Wales at No. 3 and [Tobermory](#), Isle of Mull at No. 4. [Porthallow](#), Cornwall and [Swanage](#), Dorset also made the list at No. 6 and No. 9 respectively.

Scottish getaways are also popular among Brits this summer, taking four of the top 10 spots. [Crieff](#), Perth & Kinross is the 5th top trending domestic destination, followed by [Aviemore](#) in the Highlands at no. 7 and [Balmaha](#), Loch Lomond at No. 10.

Fastest Growing Destinations - Domestic (Based on YoY growth)	Fastest Growing Destinations - International (Based on YoY growth)
1. Le Mont Felard , Jersey	1. Sint Maarten, Caribbean
2. Saltash , Cornwall	2. Munich , Germany
3. Portmeirion , North Wales	3. Jamaica , Caribbean
4. Tobermory , Isle of Mull	4. Maldives
5. Crieff , Perth & Kinross	5. Sorgun , Manavgat, Turkey
6. Porthallow , Cornwall	6. Gili Air , Indonesia
7. Aviemore , Highlands	7. Cologne , Germany
8. Pickering , North Yorkshire	8. Malta
9. Swanage , Dorset	9. Tirana , Albania
10. Balmaha , Loch Lomond	10. Castiadas , Sardinia, Italy

Popular Travel

Unsurprisingly, Spain is top choice for Brits this summer, with [Barcelona](#) (no. 2), [Benidorm](#) (no.3) and [Costa Adeje](#) (no. 8) all making the top 10 popular international destinations list.

As [Dubai](#) and [New York City](#) also come out on top, this summer is a great time to visit with hotels 3% cheaper on average in the UAE and 5% in the U.S.

London is the No. 1 Popular Destination for international travellers, with the majority of tourists visiting from the US, Australia and Germany this summer.

Popular Destinations - Domestic	Popular Destinations - International
1. London	1. Antalya , Turkey
2. Edinburgh	2. Barcelona , Spain
3. Blackpool	3. Benidorm , Spain
4. Liverpool	4. Paris , France
5. Manchester	5. Amsterdam , The Netherlands
6. York	6. Dubai , UAE
7. Glasgow	7. Rome , Italy
8. Bournemouth	8. Costa Adeje , Spain
9. Belfast	9. Albufeira , Portugal
10. Brighton	10. New York City , U.S.

END

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 13-18, 2024 across six countries, including Aust
- Site behavioural data sourced from first party traffic data on the Tripadvisor platform for searches made by travellers in the U.S., U.K. and Japan between Feb 1 - April 15, 2024 for travel between June 1, 2024 - August 3

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