

The UK coastal towns trending this summer, according to Tripadvisor's Summer Travel Index

Coastal towns dominate the UK's trending destinations this summer

85% of Brits are planning a summer holiday

More than half plan to spend more on travel this summer than last

LONDON, UK, May 15, 2025 – More than half of Brits (53%) are set to travel more this summer than last, with four in five (85%) planning a holiday over the next three months, and Gen Z and millennials most likely to travel.

Despite strong demand for travel, cost is still top of mind for Brits, with affordability the number one factor when planning a trip (61%). Price is more influential for travellers (41%) than work schedules (39%) and school holidays (39%), yet more than two thirds (63%) still intend to travel as planned with 59% set to spend more this year than last.

Where's Trending

Over one third of Brits (37%) are planning to visit a new destination this summer, with Gen Z most likely to travel somewhere new. This year's trending destinations list is dominated by coastal towns, making up more than half of the fastest growing domestic destinations list. The village of [Seaview](#), on the Isle of Wight comes out top, followed by [Ingoldmells](#), Lincolnshire at No. 2 and [Bamburgh](#), Northumberland at No. 3.

Around one third (30%) of Brits are planning long-haul travel this summer, with destinations like Thailand, Tanzania and Brazil trending. [Guzeloba](#), Türkiye is the No. 1 fastest growing destination, followed by [Kendwa](#), Zanzibar Island, at No. 2 and [Kata Beach](#), Phuket, at No. 3.

Fastest Growing Destinations - Domestic

(Based on YoY growth)

1. [Seaview](#), Isle of Wight
2. [Ingoldmells](#), Lincolnshire
3. [Bamburgh](#), Northumberland
4. [Hunstanton](#), Norfolk
5. [Dundee](#), Scotland
6. [Coventry](#), West Midlands
7. [Newby Bridge](#), Cumbria
8. [Lytham St Anne's](#), Lancashire
9. [Bassenthwaite](#), Cumbria
10. [Llangollen](#), North Wales

Fastest Growing Destinations - International

(Based on YoY growth)

1. [Guzeloba](#), Türkiye
2. [Kendwa](#), Tanzania
3. [Kata Beach](#), Phuket, Thailand
4. [Costa Calma](#), Fuerteventura, Canary Islands
5. [Port de Soller](#), Majorca, Spain
6. [Arguineguin](#), Gran Canaria, Spain
7. [Crete](#), Greece
8. [Bophut](#), Ko Samui, Thailand
9. [Goreme](#), Türkiye
10. [Rio de Janeiro](#), Brazil

Traveller Favourites

[London](#) comes out top as the No. 1 Popular Domestic Destination for Brits this summer. Also named Best Destination in the World in this year's [Tripadvisor Travellers' Choice Awards](#), the capital is popular among travellers from both home and abroad, also named No. 2 Popular Destination for global travellers.

Paris is the international favourite amongst British travellers this summer, followed by Benidorm, Spain at No. 2 and Rome at No. 3.

Popular Destinations - Domestic

1. [London](#)
2. [Liverpool](#)

Popular Destinations - International

1. [Paris](#), France
2. [Benidorm](#), Spain

- | | |
|-------------------------------|---|
| 3. Manchester | 3. Rome, Italy |
| 4. Blackpool | 4. Barcelona, Spain |
| 5. Glasgow | 5. New York City, U.S. |
| 6. Brighton | 6. Amsterdam, The Netherlands |
| 7. Belfast | 7. Kemeragzi, Turkiye |
| 8. Windermere | 8. Dublin, Ireland |
| 9. Torquay | 9. Lanzarote, Canary Islands, Spain |
| 10. Bristol | 10. Lisbon, Portugal |

Holiday Highlights

Almost all Brits (90%) said tours and experiences are an important part of their travel budget when planning a summer holiday, with more than half (57%) booking 3-5 activities for their upcoming trip. Cultural & Theme tours are the most popular experience category this summer, followed by Outdoor Activities ,and Cruises & Sailing tours.

“Summer travel is all about making memories with friends, family and loved ones – and planning those special trips is a highlight of the year for so many travellers,” said Aarushi, Associate Director of Research & Insights at Tripadvisor. “Whether it’s exploring the unique cultural sights of a new country, playing and relaxing on a beach, or booking an outing like a guided tour or boat ride, taking advantage of local experiences while traveling helps make memories that will last a lifetime. Tripadvisor reviews can help guide travellers to find the best of the best experiences to round out their trip.”

Top Experiences (Domestic)

[Stonehenge, Windsor Castle & Bath from London - London](#)

[Beatles Magical Mystery Tour, Liverpool](#)

[Manchester Afternoon Walking Tour - Manchester](#)

[Gothic Glasgow Walking Tour, Glasgow](#)

[Windermere & Lake District Tour, Cumbria](#)

Top Experiences (International)

[Paris Walking Food Tour with Secret Food Tours- France](#)

[Benidorm Bike Tour - Spain](#)

[Skip-the-Line Group Tour of the Vatican, Sistine Chapel & St. Peter's Basilica - Italy](#)

[Barcelona in One Day, Barcelona, Spain](#)

[New York in One Day Sightseeing Tour, US](#)

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Methodology

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

- A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,800 consumers, in partnership with Qualtrics, conducted between March 26, 2025 and April 8, 2025 across six countries, including Australia, France, Japan, Singapore, U.K. & U.S.
- Site behavioral data sourced from first party traffic data on the Tripadvisor platform for searches made by travelers in the U.S., U.K. and Japan between February 1 - April 10, 2025 for travel between June 1 - August 31, 2025.

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers across the globe use Tripadvisor's website 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 a billion reviews and contributions, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby.

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* Source: SimilarWeb, unique users de-duplicated monthly, May 2025

** Source: Tripadvisor internal log files

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<https://tripadvisor.mediaroom.com/Summer-Travel-Index-2025>