

# Tripadvisor Travel Index reveals Brits are keen to travel this winter, with two thirds planning holidays between December and February

## Holidaymakers are heading off early with 2nd December the most popular day for winter travel

### Brits still travelling, but cost is top of mind when planning winter holidays

### Rural UK getaways popular for the winter season

**LONDON, UK, 14 November, 2022** - The shorter days are upon us and as we head into the festive period, Tripadvisor's Winter Travel Index released today shows that Brits are eager to get away with almost two thirds (60%) set to travel between December 2022 and February 2023.

The final instalment of the [Tripadvisor Travel Index for 2022](#), based on traveller intent data and consumer sentiment data, reveals that travel, globally, shows no signs of abating. More than two thirds (67%) of respondents across the world are planning to travel this upcoming season (between 1/12/22-28/2/23) and the majority of those (82%) are planning 1-2 trips.

When it comes to Brits, almost half (47%) are planning to travel more than last winter and they're not waiting for the Christmas break. Jetting off much earlier than holidaymakers across the rest of the world, the 1st to 7th December is the most popular week for travel, with 2nd December set to be the busiest day for winter trips.

While U.K. travellers continue to prioritise spend on travel despite the mounting cost of living, 7 out of 10 (71%) now consider affordability the most important factor when planning a trip. In line with the global average, almost two thirds (62%) plan on changing their travel behaviours as a result of rising living costs: around a third (31%) are planning a little less time away with shorter trips and 31% will holiday closer to home.

Travellers globally are favouring domestic trips (57%), however Brits are split right down the middle when it comes to choosing between jetting off to sunnier climes or staycationing closer to home.

Major cities such as London, Edinburgh and Belfast top the charts for U.K. travel, and internationally, the majority of Brits are seeking the warmth of the European sun this winter. More than half of the top 10 most popular international destinations are in Spain, with the Canary Islands coming out top once again.

Looking to locations increasing in popularity, as the world continues to open up, Brits are once again looking to long-haul travel to get their winter sun fix. The 10 fastest growing global destinations for U.K. travellers (those that have seen the largest year-on-year growth) are all more than a seven hour flight away. Vietnam contributes four of the most popular up and coming tourist spots, with Hanoi, Ho Chi Minh, Da Nang and Hoi An all making it into the top 10 fastest growing global destinations for winter travel this year.

Closer to home, Brits are increasingly keen on rural staycations. Borrowdale in the Lake District is the the No.1 fastest growing destination in the U.K. and the Cotswolds and the West Country are sought after spots for a more local getaway, with Castle Combe, Wiltshire and Woolverton, Somerset coming in at No.2 and No.3. Scottish winter escapes will be in high demand, with towns such as Onich and Morar in the Scottish Highlands making up four of the top 10 trending destinations across the U.K.

When it comes to the festive period, Dubai, United Arab Emirates, is the most popular travel destination for Christmas and New Year, while Spain remains a favourite with four Spanish holiday resorts in the top 10 for that period. Many are also in search of a more traditional, 'white Christmas' with New York and Paris No 2. and No. 3 most popular international cities for festive breaks.

#### Up and coming destinations for Brits this winter

- *Fastest growing based on year over year growth*
- *Dates of travel searched on Tripadvisor **Dec 1 - Feb 28***
- *Dates of search on Tripadvisor by October 2022*

10 Fastest Growing (Domestic)	10 Fastest Growing (International)
1. Borrowdale, Cumbria	1. Auckland Central, New Zealand
2. Castle Combe, Wiltshire	2. El Nido, Philippines
3. Woolverton, Somerset	3. Hanoi, Vietnam
4. Stuckton, Hampshire	4. Ho Chi Minh City, Vietnam
5. Onich, Scottish Highlands	5. Sydney, Australia
6. Morar, Scottish Highlands	6. Medina, Saudi Arabia
7. Ratho, Edinburgh	7. Melbourne, Australia
8. Tewitfield, Lancashire	8. George Town, Malaysia
9. Gosforth, Cumbria	9. Da Nang, Vietnam
10. Balmaha, Stirling	10. Hoi An, Vietnam

## Popular Christmas getaways home and abroad

- *Top destinations overall*
- *Dates of travel searched on Tripadvisor Dec 22 - Jan 3*
- *Dates of search on Tripadvisor by October 2022*

Top 10 Destinations (Domestic) Dec 22 - Jan 3	Top 10 Destinations (International) Dec 22 - Jan 3
1. London	1. Dubai, United Arab Emirates
2. Edinburgh	2. New York City, United States
3. Blackpool	3. Paris, France
4. York	4. Costa Adeje, Spain
5. Liverpool	5. Amsterdam, The Netherlands
6. Manchester	6. Benidorm, Spain
7. Glasgow	7. Marrakech, Morocco
8. Bath	8. Playa de las Americas, Spain
9. Bournemouth	9. Puerto Del Carmen, Spain
10. Brighton	10. Cancun, Mexico

## Popular winter experiences

1. [Loch Ness, Glencoe and the Highlands Small-Group Day Tour from Edinburgh](#)
2. [Skip the Line: The View from The Shard](#)
3. [The Chocolatarium Chocolate Tour Experience in Edinburgh](#)
4. [Mad Day Out Beatles Taxi Tours in Liverpool, England](#)
5. [The Manchester Walking Tour](#)
6. [Glasgow Afternoon Tea Experience](#)
7. [Shadows of York: Award winning historical ghost walk](#)
8. [Stonehenge, Windsor Castle, and Bath from London](#)
9. [Giant's Causeway Premium Day Tour from Belfast](#)
10. [3-Day Isle of Skye and Highlands Tour from Edinburgh](#)

- Ends -

## 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 2,100 consumers, in partnership with Qualtrics, conducted between 9/27/22-10/6/22 across six countries - U.S., UK, Italy, Australia, Singapore and Japan.

Site behavioural data sourced from first party traffic data on the Tripadvisor platform, gathered during the month of October 2022,, for searches made by travellers in the U.S., U.K., Australia, Japan and Singapore for travel between December 1, 2022 through February 28, 2023.

## Authors

This report was compiled by Tripadvisor's research (Alice Jong) and communications (Duncan Skehens) teams in partnership with survey results conducted by Qualtrics Research.

## Contacts:

- [northamericapr@tripadvisor.com](mailto:northamericapr@tripadvisor.com) (Americas)
- [emeapressoffice@tripadvisor.com](mailto:emeapressoffice@tripadvisor.com) (United Kingdom)

- [apacpr@tripadvisor.com](mailto:apacpr@tripadvisor.com) (Australia, Japan, Singapore)

### **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.

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[www.bokun.io](http://www.bokun.io), [www.cruisecritic.com](http://www.cruisecritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com), [www.helloreco.com](http://www.helloreco.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.seatguru.com](http://www.seatguru.com), [www.singleplatform.com](http://www.singleplatform.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), and [www.viator.com](http://www.viator.com).

\* Source: SimilarWeb, unique users de-duplicated monthly, September 2022

\*\* Source: Tripadvisor internal log file

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<https://tripadvisor.mediaroom.com/Tripadvisor-Travel-Index-reveals-Brits-are-keen-to-travel-this-winter-with-two-thirds-planning-holidays-between-December-and-February>