

These Destinations are Trending for Brits this Spring

Tripadvisor data reveals Florida and the Maldives are seeing biggest growth for international travel, while Snowdonia is top of the list for staycations

LONDON, UK, 9 March, 2022 - With daffodils now popping up left, right and centre and the clocks due to go forward in just a couple of weeks, the long awaited arrival of spring is imminent. Tripadvisor today released its seasonal Spring Travel Index, using a combination of search and sentiment data to reveal what - and where - is hot this spring. After a slower winter with new variants curbing many holiday plans, data shows that Brits are gearing up for a great escape.

Despite the rising cost of fuel and inflation overall, Brits aren't willing to let this hamper their spring travel plans. In fact, **over half of Brits (54%) are planning on travelling this spring** (1 March, 2022 - 31 May, 2022), with over a third (37%) planning on taking two or more trips. That compares with over a third (37%) of Brits who travelled in the same period last year.

On top of more trips, UK travellers are also planning to splash more cash. Of those Brits who travelled last year and plan to do so again, almost half (46%) plan to **spend more** than they did in 2021, with one in six (18%) planning to **spend significantly more**. Tripadvisor site data supports this sentiment, as average spend per booking for UK travellers this spring is up just over 75% YoY.

Tripadvisor search data shows that the **most popular travel dates** for Brits this spring are **11 March** and **31 March**, but where are UK travellers heading off to this spring?

International travel looks to be bouncing back in a big way as more than a third of Brits (38%) plan to holiday abroad, with 1 in 20 (7%) heading off on long haul trips. When looking at the destinations overseas which have seen the biggest year-on-year increase in searches by Brits for trips this spring, **Florida's Key West** topped the list, followed by **Baa Atoll in the Maldives**.

While international travel is on the up, domestic travel is still the preferred option. Over three-quarters (78%) of Brits say they'll travel within the UK between March and May this year. **Brithdir and Llanberis** – Two Welsh hamlets located within Snowdonia National Park – came first and second respectively in terms of YoY growth of Tripadvisor clicks from UK travellers this spring, followed by the North Yorkshire village of **Fulford**.

Unsurprisingly, given the toll of the pandemic on us over the past two years, Brits cited **rest and relaxation** as the most popular purpose for their trips this spring. Spas came out as one of the most searched and booked accommodation amenities on Tripadvisor and one in nine (11%) said they are planning a **wellness trip** this spring.

A third (33%) of Brits said that they're looking to **experience something new and unique** on their next trip. When looking at the most popular experiences categories for Brits this Spring 2022, **Movie and TV Tours**, **Ghost and Vampire Tours** and **Literary, Art & Music Tours** came out on top. Highly rated experiences in these categories available to book on Tripadvisor this spring include: [Gavin and Stacey TV Locations Tour of Barry Island](#), [The World Famous Underground Ghost Tour](#) and [The Original London Street Art Tour](#).

Top Trending Destinations for Spring

10 Fastest Growing Domestic Destinations <i>(based on year over year growth)</i>	10 Fastest Growing International Destinations <i>(based on year over year growth)</i>
1. Brithdir, Gwynedd, Wales	1. Key West, Florida, United States
2. Llanberis, Gwynedd, Wales	2. Baa Atoll, Maldives
3. Fulford, North Yorkshire	3. New York City, New York, United States
4. South Queensferry, West Lothian, Scotland	4. Lisbon, Portugal
4. Appleby-in-Westmorland, Cumbria	5. Maspalomas, Gran Canaria, Spain
6. Manchester, Greater Manchester	6. Playa Blanca, Lanzarote, Spain
7. Oxford, Oxfordshire	7. Playa del Carmen, Mexico
8. Cambridge, Cambridgeshire	8. San Agustin, Gran Canaria, Spain
9. Brighton, East Sussex	9. Paris, France

10. [Glasgow, Lanarkshire, Scotland](#)

10. [Funchal, Portugal](#)

-ENDS-

NOTES TO EDITOR

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 5,000 consumers, in partnership with Qualtrics, conducted between 22 February, 2022 through 28 February, 2022 across six countries - U.S., UK, Australia, Italy, Singapore and Japan.

•

Site behavioral data sourced from first party traffic data on the Tripadvisor platform, gathered during the week commencing 21 February, 2022, for searches made by UK travellers from 1 January 2022 through 22 February 2022 for travel between 1 March 2022 through 31 May 2022.

For further information, contact ukpressoffice@tripadvisor.com

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travellers, from planning to booking to taking a trip. Travellers 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, travellers 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, including the following websites:

www.bokun.io, www.cruise critic.com, www.flipkey.com, www.thefork.com, www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

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

** Source: Tripadvisor internal log files

<https://tripadvisor.mediaroom.com/press-releases?item=126645>