

Maldives tops the charts for sun seeking Brits this winter 95% Brits set to travel as much, if not more, this winter and 55% will up their spend Four Maldives destinations ranked in the top 10 trending destinations Wales and the Lake District top domestic destinations

LONDON, UK, November 12, 2024 – The majority of Brits (95%) are set to travel as much, if not more this winter, with four in five (84%) planning at least 1-2 trips over the next three months, according to Tripadvisor's 2024 Winter Travel Index.

This latest seasonal travel index reveals a notable uptake in Brits planning holidays abroad this winter (+34%) and they seem to be seeking adventure with more than a quarter (28%) planning to travel somewhere they haven't been before and just under half (44%) flexible when choosing a destination.

Trending Destinations

This winter the Maldives is the top trending destination for Brits, with four islands taking a top 10 place in the fastest growing international destinations list this winter. [Olhuveli Island](#) and [Male](#) are the 3rd and 4th fastest growing international destinations, just behind [Esquinzo](#) in Fuerteventura at No. 2 and [Agadir](#), Morocco at No. 1. The Maldivian islands of [Dhaalu Atoll](#) and [Iru-fushi](#) come in at No. 8 and No. 9 on the list respectively, as cost of travel to the country drops this winter, with hotels in some areas up to 60% cheaper this season than last.

With 32% of Brits planning to holiday closer to home this winter, Wales is a popular choice as [Newport](#) and [Tenby](#) are named 2nd and 3rd top trending domestic destinations this season. [Borrowdale](#) is the No. 1 fastest growing destination for Brits as the Lake District comes out top with [Bassenthwaite](#) at No. 4 and [Newby Bridge](#) at No. 5.

Fastest Growing Destinations - Domestic (Based on YoY growth)	Fastest Growing Destinations - International (Based on YoY growth)
1. Borrowdale , Lake District	1. Agadir , Morocco
2. Newport , Wales	2. Esquinzo , Fuerteventura, Spain
3. Tenby , Wales	3. Olhuveli Island , Maldives
4. Bassenthwaite , Lake District	4. Male , Maldives
5. Newby Bridge , Lake District	5. Tromsø , Norway
6. Broadway , Cotswold	6. Cap Estate , St. Lucia
7. Falmouth , Cornwall	7. Kata Noi Beach , Thailand
8. Liverpool	8. Dhaalu Atoll , Maldives
9. Southampton , Hampshire	9. Iru-fushi , Maldives
10. Scarborough , North Yorkshire	10. Hammamet , Tunisia

Travel Spend

Almost two-thirds (60%) of Brits will not change travel plans this winter due to macroeconomic factors such as inflation and cost of living, with 55% planning to spend more this season. Travel accounts for 20% of discretionary spending, followed closely by eating out (18%), ahead of home improvements (12%) and health and wellness (8%).

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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 4,850 consumers, in partnership with Qualtrics, conducted between September 06 - October 03, 2024 across six countries, including the U.S., U.K., and Japan
- 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 August 1 - October 20, 2024 for travel between November 1, 2024 - January 31, 2025

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* Source: SimilarWeb, unique users de-duplicated monthly, Nov 2024

** Source: Tripadvisor internal log files

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