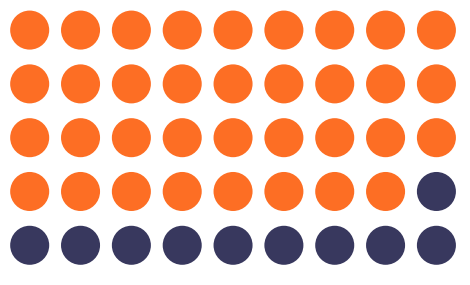


UK STAYCATION STATS

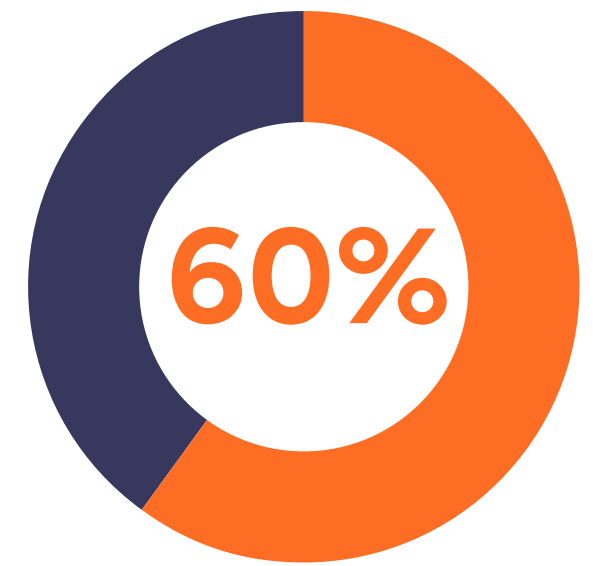


Rising Staycation Interest:

76% As of 2021, 76% of UK residents plan to enjoy at least one staycation, marking a noticeable shift towards domestic travel. [VisitEngland]

Accommodation Preferences

A 2020 survey found that over 60% of staycationers opt for holiday cottages or lodges, seeking a cozy, home-like experience. [Sykes Cottages]



Economic Boost:

In 2020, UK staycations contributed an impressive £88 billion to the economy, showcasing their impactful financial benefits. [Tourism Alliance]



£88b

Sustainable Travel Choices:

By 2021, 45% of British holidaymakers were prioritizing the environmental impact of their UK holidays. [VisitBritain]



45%



Duration of Stay:

3-4 nights

A trend observed in 2021 shows the average staycation lasts 3 to 4 nights, perfect for long weekends away. [Expedia]



Advance Planning

1-3 nights

Research from 2020 demonstrates that around 70% of staycation bookings are made 1 to 3 months ahead, indicating thoughtful travel planning. [Booking.com]



Popular Destinations:

According to a 2019 report, Cornwall, the Lake District, and the Scottish Highlands are the UK's most beloved staycation locations. [The Independent]



Cornwall



Lake District



Scottish Highlands

Outdoor Activities:



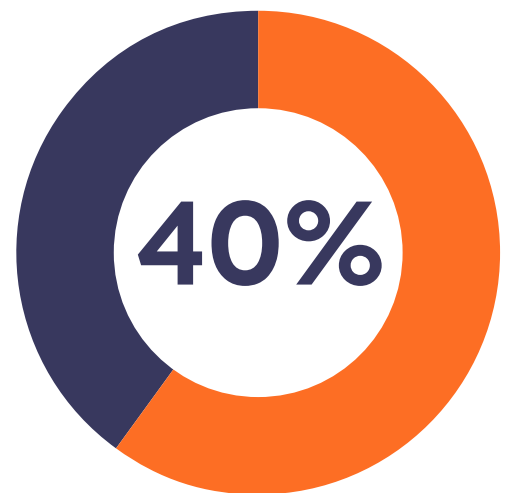
68%

In 2020, activities like hiking, beach visits, and national park explorations were top choices for 68% of those taking staycations. [National Trust]

Cultural Experiences:



Interest in visiting historical sites and museums was notable among 40% of UK staycationers in 2021. [Historic England]



Health and Wellness:

Bookings for spa and wellness retreats surged by 50% in 2020, reflecting a rising interest in health-centric holidays. [SpaFinder]

50%

+40%



Rise in Last-Minute Bookings:
A 40% increase in last-minute staycation bookings was reported in 2021, highlighting a trend towards spontaneous travel plans. [LateRooms]

Travel Motivations:

Relaxation and the desire to explore new UK locales were the main driving forces for 75% of staycation decisions in 2021. [VisitEngland]

75%

60% **Impact of Reviews:**
A 2020 study revealed that 60% of travelers are influenced by positive online reviews when choosing their staycation spots. [Trustpilot]



30% **Digital Detox:**
In 2021, 30% of people sought staycation destinations with limited internet to enjoy a break from digital life. [Ofcom]



Budget Allocation:



On average, UK families allocated £800 for their staycations in 2020, covering costs like accommodation, meals, and activities. [Family Holiday Association]

£800

Local Economy Support:

The 2020 Eat Out to Help Out Scheme highlighted that 85% of staycationers prefer dining at local eateries, supporting small businesses.



85%

Pet-Friendly Trends:

52%



In 2021, more than half (52%) of UK holidaymakers showed a preference for pet-friendly accommodations. [Pet Food Manufacturers' Association]

Seasonal Preference:

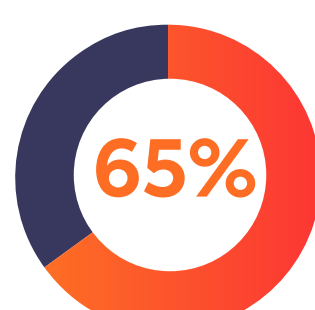
Summer is the prime time for staycations, with 70% planning their UK getaways between June and August as of 2021. [Met Office]

70%



Family Travel:

Family groups constituted 65% of staycation bookings in 2020, emphasizing the need for family-friendly travel options. [British Travel Awards]



Increasing Repeat Visits:

Loyalty to particular destinations was strong in 2021, with 55% of staycationers returning to the same spot. [ABTA]

