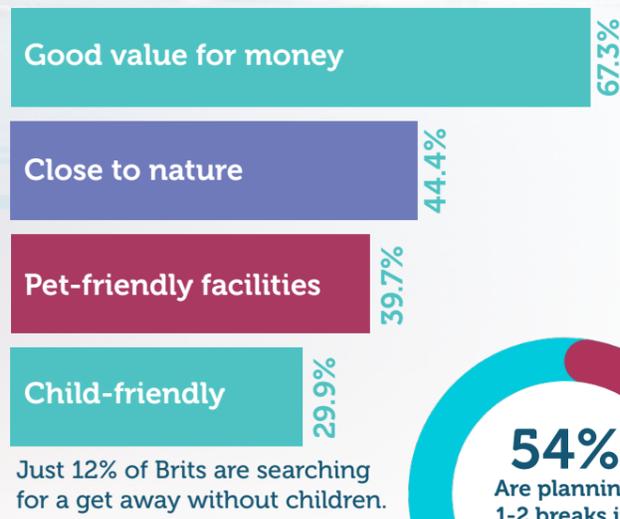


UK TRAVEL TRENDS 2025

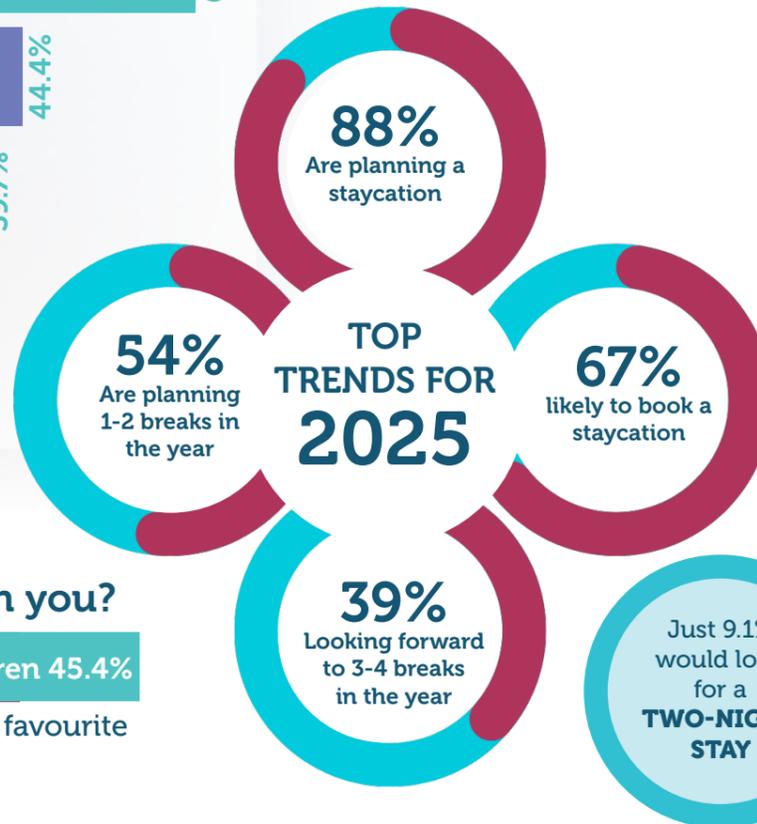
Staycations at a glance



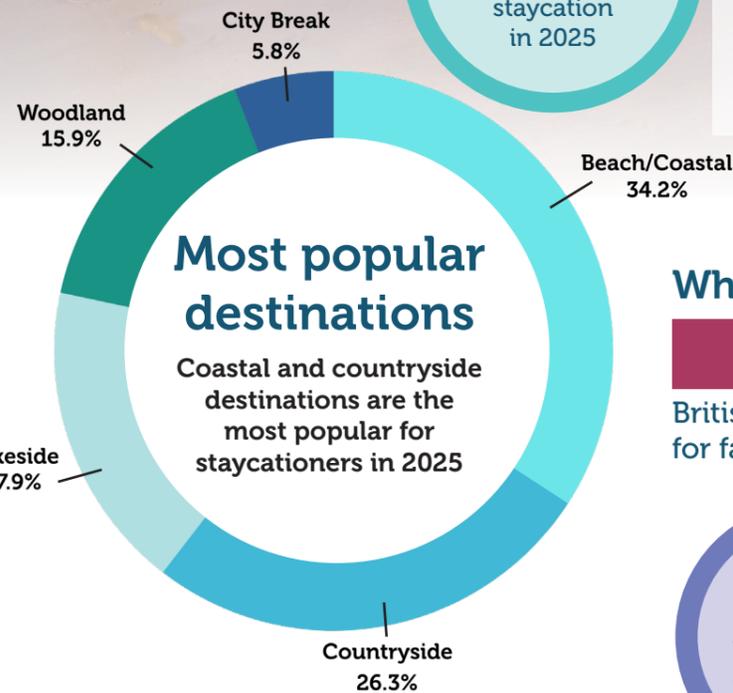
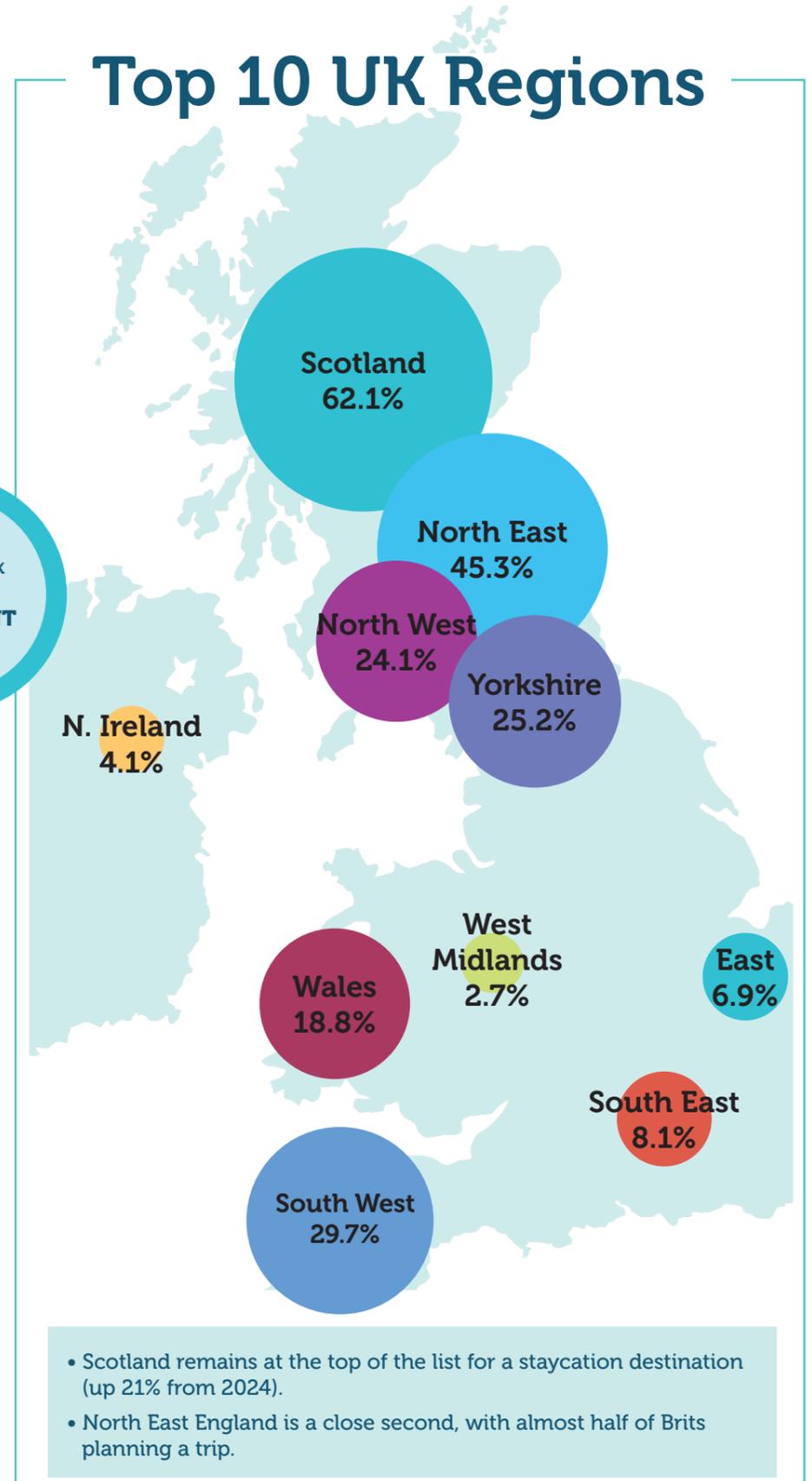
The most important elements of a staycation



Almost half (46.6%) of Brits are looking forward to a full **7 NIGHT** staycation in 2025



Top 10 UK Regions



Who are you taking with you?



Only 1.5% would book for a **SINGLE NIGHT STAY**

Most popular staycation activities



Most important factors when booking a holiday



Best months to travel

- May is the most popular staycation month
 - December is the quietest
- Worth bearing in mind if you prefer a busy atmosphere, or to stay away from the crowds!



Accommodation Types

