

15<sup>th</sup> August 2017

## **Brits Abroad? Not anymore...**

- Best Western Great Britain survey reveals that two-thirds of parents are holidaying in the UK this summer
- London left behind by Wales as 2017's most popular British destination

A survey carried out by Best Western Great Britain has found that 64% of parents have booked a British break rather than travelling abroad this summer.\*

The findings revealed that Wales, the North East and Scotland top the list of places to be in Britain this summer with 23% of respondents arranging a stay in Wales, 22% choosing the North East and 21% visiting Scotland. The least popular choice for a UK break was London, which was selected by only 7% of those surveyed.

### Most Popular British Destinations in 2017

1. Wales
2. North-East
3. Scotland
4. North-West
5. Northern Ireland
6. South-West
7. East England
8. Midlands
9. South-East
10. London

Les Asplen, Managing Director, Best Western Great Britain, said: "Britain seems to be booming this summer with nearly two-thirds of parents booking a break. At Best Western, we are seeing that trend extending into late summer with bookings for our collection of independent hotels up 20% for September alone. With so many brilliantly different places to stay and visit around the country, we are not surprised that Britain is proving popular with parents this year."

The results have highlighted that 25 to 35-year-olds are the most likely to take a domestic holiday within the UK and the results show that 72% of young families are planning to take a domestic holiday rather than travel abroad. Northern Ireland was the most popular destination, chosen by 33% of 25 to 35-year-olds surveyed. This was followed by the North East of England, with 31% of this age group planning a break here.

The 65+ market is also strongly inclined to travel within the UK and 68% of this age group answered that they would be choosing to stay in the UK for their holiday. With

Best Western's September bookings showing such strong increases, it is likely grandparents are rewarding themselves with a break in September once the schools have returned. Their favourite location was the South West of England, with 30% of respondents planning a visit here.

The survey found that 55 to 64-year-olds were the least likely age group to take a domestic holiday, with 52% of respondents planning a UK getaway. It's probable that these 'empty-nesters' have had children who have grown up and left home, resulting in more time to travel and a higher disposable income, which in turn makes overseas travel more accessible for them.

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## **Editors' notes:**

\*1,035 adults ranging from 18 to 65+ were surveyed in July 2017 across the United Kingdom by [TLF Research](#) about their summer holiday plans.

\*\* Best Western GB represents the largest collection of independently owned and family run hotels in Great Britain, with over 250 properties across the country. From beach front properties and mountain views, to city escapes, rural retreats and both modern and listed buildings, each hotel is different. What brings them together is their commitment to the quality, value and standards of service that every guest receives.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

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