

THE SYKES STAYCATION INDEX 2021



**An in-depth review of the
current staycation sector**

brought to you by Sykes Holiday Cottages



WELCOME TO THE ANNUAL SYKES STAYCATION INDEX

Our report paints a picture of the trends driving a surge in staycations, revealing the nation's favourite holiday hotspots as well as what people want from a holiday at home.





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Welcome

Britain is bracing for a boom in summer staycations. After an undoubtedly difficult year, the UK's staycation market has come back fighting – ready to welcome record numbers of British holidaymakers this summer.

According to our latest study, almost four in five of us plan to enjoy a staycation on home soil this year – with the majority of Brits choosing the UK for their main summer break.

This trend has obviously been fuelled by Covid and the ongoing uncertainty around foreign travel, but our consumer research suggests it will continue beyond that as Brits settle into new holiday habits post-pandemic.

In this report, we reveal what is driving this surge in popularity for staycations, alongside the top holiday hotspots in the UK according to our summer 2021 bookings data.

We've also researched what's trending when it comes to the types of trips we take and analysed our website search data to reveal the most sought-after holiday home features.

Separately, we've looked at how the rising popularity of staycations has impacted the attractiveness of holiday letting as an investment opportunity, with second homeowners jumping at the chance to generate additional income.

With 30 years' experience in holiday letting, we're in a unique position to be able to provide fresh insight into the staycation sector over the last 12 months – as well as predictions about what's to come.

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Graham Donoghue,

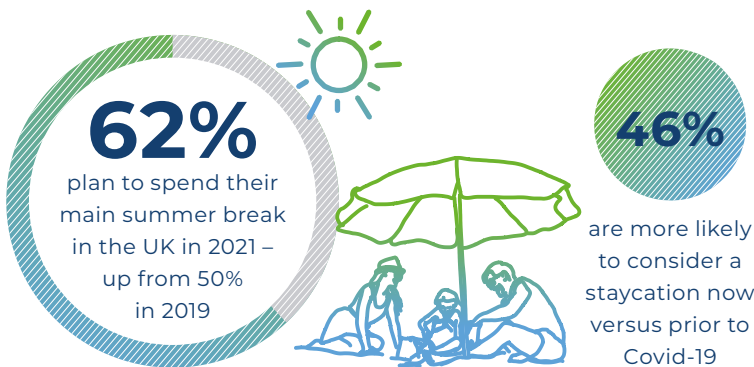
CEO, Sykes Holiday Cottages



The staycation boom – a snapshot

Shining a spotlight on what is set to be the busiest year on record for staycations

This year's Staycation Index shows that Britain's holiday industry is set for a bumper summer. The report reveals how the past year affected holiday let bookings and what to expect in 2021 and beyond. Our research includes the key findings from our booking data as well as insights from consumer research we conducted of 2,000 Brits.



1. Ongoing uncertainty of travelling abroad
2. Ease of holidaying in the UK
3. More affordable to holiday in the UK

are the top three reasons why Brits are now more likely to holiday at home

British holidaymakers are set to boost the UK economy by

£30 billion

1 in 5 (18%)

had an overnight break in the UK as soon as restrictions lifted in April

Bookings for our holiday cottages are

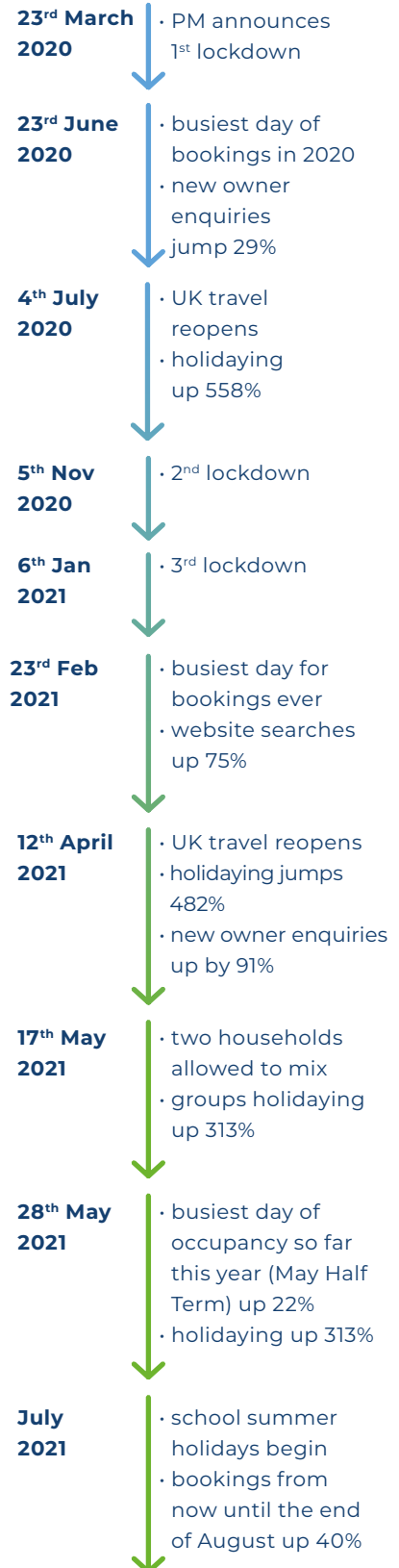
up 40% for the summer holidays

this year, compared to 2019

55% Brits holidayed in the UK in 2020

despite on and off restrictions

Covid-19 Timeline



A summer of staycations

The most in-demand staycation destinations for this summer revealed

With the honeypot locations across the country booking up fast, we've seen a huge growth in demand for lesser-known – but no less enjoyable – staycation destinations. Coastal towns and walking destinations definitely dominate the list, as people are putting their passports away this year in favour of UK beach breaks. Here we reveal the most sought-after staycation destinations to visit through the UK during the upcoming school holidays, as well as the places growing in popularity.

The 10 fastest-growing regions in 2021 (from 2019)

1. Peak District
2. Somerset
- 3. East Anglia**
- 4. Yorkshire Dales**
5. Southern Scotland
- 6. Heart of England**
7. Central Scotland
8. Devon
9. Northumberland
10. Cornwall



*New entries for 2021 in **bold**

East Anglia, the Yorkshire Dales, and the Heart of England make it into the **10 fastest-growing regions for the first time**

2 in 5 (37%)

Brits are now more likely to visit new locations versus before the pandemic

North Wales, Cumbria and **South West England** are the top three most

popular regions

for bookings in summer 2021 (by number of our bookings)

Warton (Lancashire), **Dobwalls** (Cornwall) and **Barmouth** (Mid Wales) are the

fastest-growing locations

for bookings in summer 2021 (compared with 2019)

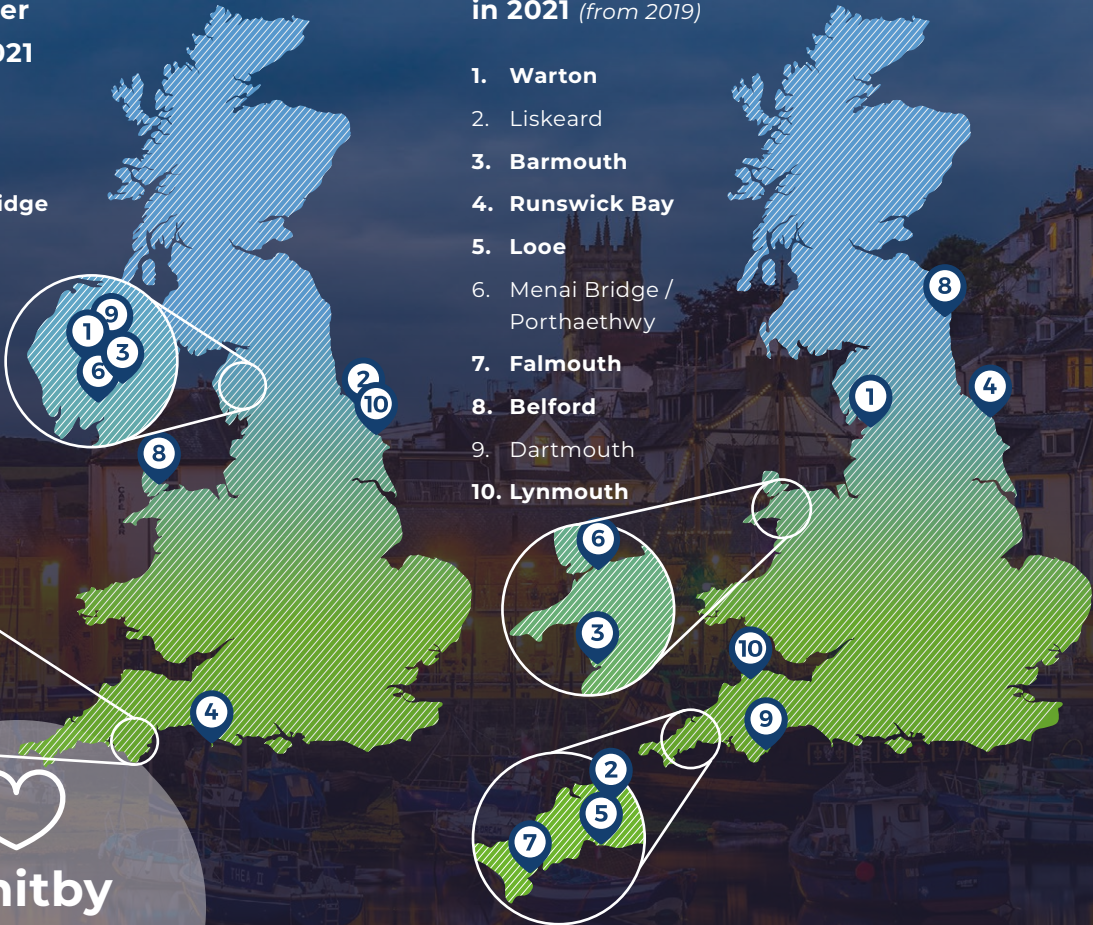


The 10 most popular locations for the school summer holidays in 2021

- 1. Ambleside
- 2. Whitby
- 3. Troutbeck Bridge
- 4. Weymouth
- 5. Salcombe
- 6. Windermere
- 7. Dartmouth
- 8. Benllech
- 9. Grasmere
- 10. Scarborough

The 10 fastest-growing locations in 2021 (from 2019)

- 1. Warton
- 2. Liskeard
- 3. Barmouth
- 4. Runswick Bay
- 5. Looe
- 6. Menai Bridge / Porthaethwy
- 7. Falmouth
- 8. Belford
- 9. Dartmouth
- 10. Lynmouth



Whitby
 has lost its 1st place position but still remains the second most popular staycation destination

Brits' current travel choices and the pandemic's impact

What do people want from a UK break and how have holiday habits changed post-pandemic?

At Sykes, we've observed a number of changes in how Brits are holidaying in recent months, whether that be how and when they book or what's on their list of priorities when it comes to accommodation. In the absence of jetting off abroad, many are more open to splurging more on their staycations if it means it will be a trip to remember. We've also noticed a growing demand for pet-friendly properties following a surge in pet ownership during lockdown, while a trend in 'workations' is starting to emerge.

33%

say they will spend more on holidays following the pandemic



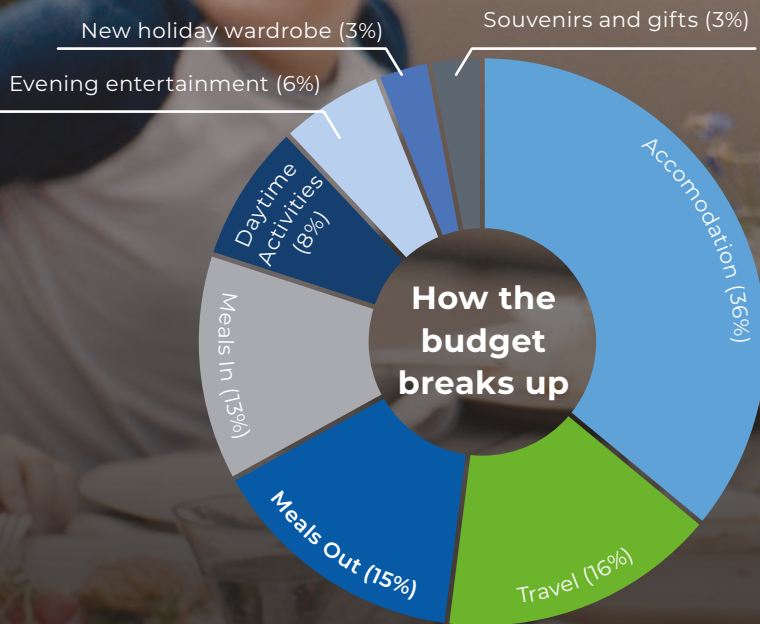
Brits have clearly missed a visit to the pub in lockdown, with proximity to pubs a consideration for 26% of us



Glamping accommodation is in particular demand for summer 2021, with bookings for shepherd huts & yurts, up 423% compared to 2019

Brits plan to spend £940

on average, on their main UK break for them and their family. Compared to £860 prior to the pandemic.



Property features growing in demand based on Sykes bookings in 2021 (vs. 2019)

1. Hot tub

52%

2. Pool table

42%

3. Sauna

39%

Top three types of UK break, according to Brits:



Cottage-style holiday home



Beachfront holiday home



Lake & mountain retreat

Make-up of staycation bookings

Couples

41%

Adult groups

27%

Family groups

16%

The top three things influencing Brits' choice of staycation accommodation are:



Garden and outdoor space



Proximity to the beach



Good Wifi and technology

Paw-cations

40%

Bookings for staycations with pets this summer have risen by 40% compared to 2019



Top 3 locations for pet owners

include: Whitby (Yorkshire), Ambleside (Cumbria) and Benllech (Anglesey)

Group getaways



Group bookings

for this summer are up 35% as Brits prepare to reunite with friends and family

A quarter (26%)

say the pandemic has made them more likely to travel with family again.

Two in five (42%)

are planning to go away with a group of friends or family this summer

Work-cations



One in five

(22%) say they are now more likely to work from home while on holiday versus before the pandemic



Good Wifi is a priority for one third (33%) of Brits, with Sykes reporting a 44% increase in booking for properties with Wifi this summer

The holiday let owners – where and what to invest in

We explore the ingredients for a successful holiday let

It has undoubtedly been a hard year for holiday let owners, but the silver lining is that they will benefit from increased staycation demand this summer. Overall interest levels amongst new owners have remained robust, with second homeowners clearly recognising the revenue opportunity that lies ahead.

Whether it's to generate income, supplement savings in retirement or simply cover the costs of owning a second property, here we look at how holiday let owners can maximise rental income.



The average income of a holiday let owner is **£21,000**

(based on 2019 income figures)



Holiday let owners can earn **30% more**

by accepting short breaks over the winter period, with three-day bookings for this winter already up 111% compared to 2019

Top 5 earning regions

1

Peak District

2 bedroom £14,000
4 bedroom £27,000

2

Cumbria

2 bedroom £14,000
4 bedroom £26,000

3

Heart of England

2 bedroom £13,000
4 bedroom £25,000

4

Yorkshire Dales

2 bedroom £12,000
4 bedroom £26,000

5

Cotswolds

2 bedroom £14,000
4 bedroom £23,000

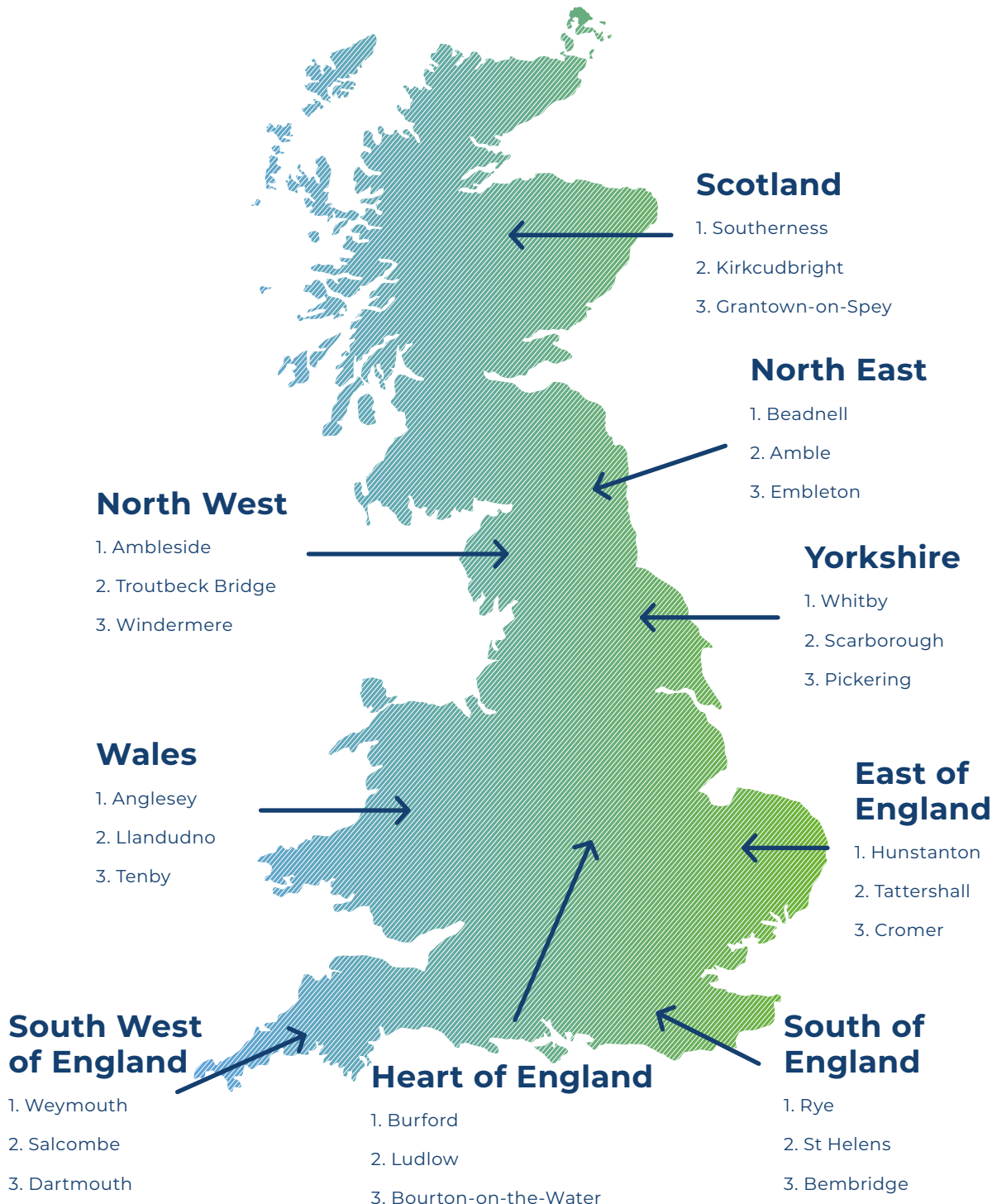
Money-earning property features include:



29th March was the most popular day for new owner enquiries at Sykes – with more than 700 prospective owners getting in touch that week alone ahead of UK travel reopening

A nationwide look at the most popular locations for holiday letting bookings split by UK regions

With bookings for staycations busier than ever this summer, the income potential of holiday let owners is sure to strengthen. Here we take a look at the regions set to benefit the most thanks to witnessing the most demand for bookings during summer 2021.





Ref: 952337



Ref: 911743



Ref: 1061174



Ref: 948452



Ref: 995294



Ref: 933746



Scarborough farmer taps into new holiday letting trend

While the pandemic may have put a pause on new business ventures for many, Ashley Tyson, 46, a farmer based in Scarborough, used his time in lockdown last year preparing to enter the world of holiday letting.

After reading up on the predicted staycation boom, and doing his research into popular staycation trends, Ashley and his wife Nicola decided to build a shepherd's hut on their farm.

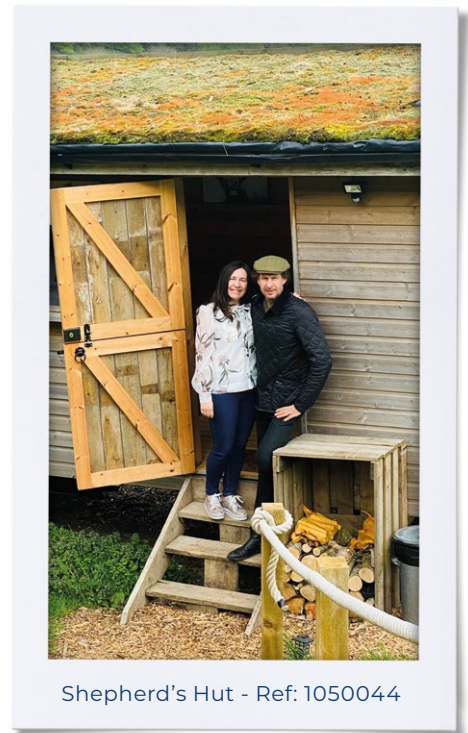
The pair used some of their savings to kick start the project, spending around £11,000 in total. Keen to support those in the local area at a challenging time, they enlisted the help of two local tradespeople to help build the shepherd's hut, while also using some of their own DIY and interior expertise.

Located within the grounds of Stepney Hill Farm on the outskirts of Scarborough, Ashley and Nicola have created a stunning shepherd's hut with countryside views and a luxurious hot tub.

The quirky holiday let was able to open up last summer when travel resumed in July and this year is set to be even more fruitful for the couple, with back to back bookings throughout summer and beyond.

Ashley and Nicola are now planning to add a second holiday home to their roster, using their experience to build an extension to their farmhouse and converting this for guests.

The new property will feature a luxury kitchen and lounge, complete with a log burner and hot tub for those looking to enjoy a winter trip. It will also be fully accessible for disabled guests.



“Starting a new business venture during the pandemic was challenging at times, but also very rewarding. We loved seeing our guests’ reactions when we were able to first open up last summer and we look forward to meeting even more new faces this year.”

What we've found – our conclusion

A stronger UK staycation market will remain a fixture

The entire travel industry has undergone tremendous changes and disruptions over the past year, but the UK staycation market has fought back, with the appetite for holidays at home now stronger than ever.

As people eagerly await an escape from lockdown, opting for staycations is not only the safest option, but our research shows that the Great British staycation is fast becoming the holiday of choice regardless of restrictions.

With beautiful countryside and award-winning beaches on our doorstep, there are plenty of reasons aside from the pandemic to leave our passports at home this year and enjoy what our own country has to offer.

And as millions of Brits opt for holidays at home, our research estimates a whopping £30 billion boost to the UK economy as a result of holiday spending this summer. This will be a major help for UK holiday towns that might have suffered over the past year, and will also be welcomed by holiday let owners up and down the country.

Our research also reveals a significant uplift in interest from second homeowners looking to list their properties and make the most of the rise in bookings this summer, with holiday letting proving to be an increasingly attractive investment opportunity by the day.

My thanks go to all of our hard-working property owners, guests, and the full Sykes Holiday Cottages family who have worked incredibly hard over the past year. We look forward to enjoying a summer of staycations with you all by our side.

Graham Donoghue,
CEO, Sykes Holiday Cottages



About Sykes Holiday Cottages

Sykes Holiday Cottages is an independent holiday cottage rental agency with 30 years' experience in the industry.

We now have more than 19,500 properties available across the UK, Ireland and New Zealand and have been awarded 'Best Large UK Holiday Cottage Booking Company' at the British Travel Awards for eight consecutive years. While the business has grown significantly over the years, our commitment to offering quality accommodation to travellers – and being the best choice for holiday homeowners – remains unchanged.

Headquartered in Chester and with regional offices around the country, our team of over 800 employees work with customers and owners to deliver the best British breaks available.

Each and every property has been handpicked, personally inspected and approved by us – whether that's cosy cottages for two or larger properties that sleep 20 or more.

Methodology:

Based on Sykes Holiday Cottages' internal bookings data from January 2014 to June 2021.

Bookings data for the year ahead was used to provide a snapshot of the staycation market, while comparisons with full-year data from 2014, 2015, 2016, 2017, 2018 and 2019 were used to identify market trends. Supporting consumer research of 2,000 UK adults was carried out by OnePoll in June 2021.

For further information on the report findings, methodology or press enquiries please contact **sykescottages@citypress.co.uk**

To book a holiday, visit **www.sykescottages.co.uk** or follow us on Facebook, Twitter, Instagram and LinkedIn.

To find out more about becoming a holiday let owner, please visit **www.sykescottages.co.uk/letyourcottage**



www.sykescottages.co.uk