



# Sykes Staycation Index 2022

An in-depth look at the current staycation sector – brought to you by

 | SYKES HOLIDAY COTTAGES

# Welcome to the annual Sykes Staycation Index

Our report paints a picture of staycation demand in 2022, as well as the factors influencing travel choices and the top holiday hotspots for Brits this year.

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# Welcome

Britain is continuing to ride the staycation wave despite the return of foreign travel, with UK breaks holding their ground against holidays abroad.

2021 was a record-breaking year for staycations and we saw the highest volume of bookings in our history, with a 57% increase year-on-year. So far, there's nothing to suggest 2022 will be any different.

According to our latest study, over three quarters (77%) of us plan to enjoy at least one holiday at home this year – with almost half (46%) of Brits planning to choose the UK for their main summer break.

And with widespread reports of overseas travel disruption, we have witnessed a surge in last-minute bookings - which will likely continue throughout the summer period and into autumn. Travellers simply don't want to have to tackle airports and take the risk that their family holidays could be cancelled.

In this year's Staycation Index, we reveal the trends and holiday habits that have emerged over the past year, and how the cost-of-living crisis has caused Brits to become more budget conscious than ever.

We also look specifically at the top UK holiday hotspots over summer and where travellers are booking their Christmas getaways, as well as analysing our booking data to reveal the most sought-after holiday home features.

Sykes has over 30 years' experience in holiday letting, which means we are in a unique position to be able to provide fresh insight into the staycation sector, as well as predictions on what's on the horizon for UK travel.

“ With widespread reports of overseas travel disruption, we have witnessed a surge in last-minute bookings – which will likely continue throughout the summer period and into autumn. Travellers simply don’t want to have to tackle airports and take the risk that their family holidays could be cancelled. ”

**Graham Donoghue,**  
*CEO, Sykes Holiday Cottages*



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## This year at a glance

An analysis of staycation demand and key booking trends over the last year

A summer of staycations is on the horizon for 2022, with almost half (48%) of us now more likely to consider a holiday at home than before the pandemic.

Using our research, we're able to estimate the amount UK holidaymakers are set to boost the country's economy by this year, as well as revealing the reasons why a staycation is still so appealing.



On average,  
Brits will take  
**3 UK  
breaks**

– up from 2 in 2021

**77%** of Brits  
will holiday in the UK  
at some point in 2022,  
versus 75% last year

**35%** will holiday  
at home this year  
because of budget  
pressures with the average  
Brit spending £822 on their  
main UK break

At Sykes,  
we've seen a

**30%**  
increase

in bookings  
so far this year  
compared  
to 2021 –

**53%**  
up on the same  
period in 2019





**26%**  
of Brits  
holidayed in  
the UK over  
the Jubilee  
weekend

**46%**  
are planning a  
summer  
staycation

The average  
lead time for  
booking before  
travel is  
**141 days**  
down from 204  
days in 2021

Domestic tourism  
will boost the  
UK economy by  
an estimated  
**£15.5bn this  
summer\***

**The top 3 reasons for  
choosing a staycation:**

1. Uncertainty around travelling abroad
2. Budget pressures
3. It's easier and less stressful

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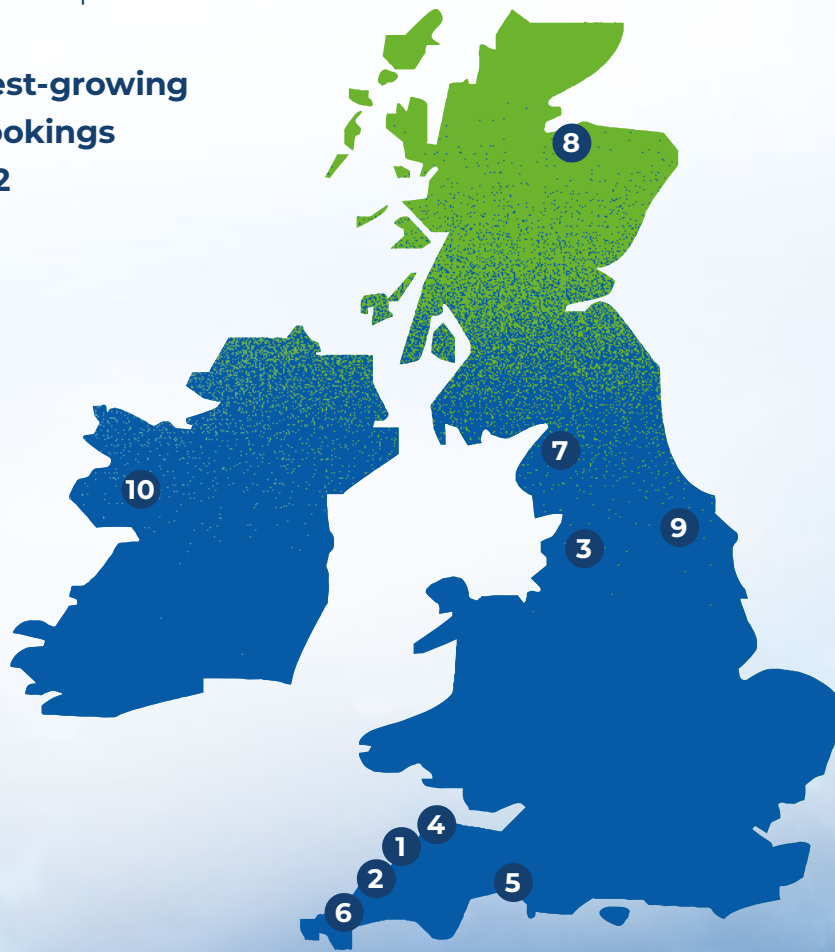
# Summer of staycations

## The summer staycation rush and the most in-demand holiday destinations

With coastal and countryside locations booking up fast, many of the UK's honeypot towns and villages are also seeing increased demand as Brits look to discover everything our country has to offer. Below we reveal the most sought-after regions to visit over the summer months, as well as the staycation spots growing in popularity - including an Irish hotspot.

### The top 10 fastest-growing locations for bookings in summer 2022

1. Polzeath
2. Rock
3. Hurst Green
4. Port Isaac
5. Chideock
6. Carbis Bay
7. Lorton
8. Forres
9. Darlington
10. Glenamaddy







**The 5 most popular regions for summer 2022**

1. North Wales
2. Cornwall
3. Cumbria & The Lake District
4. Devon
5. North York Moors & Coast

**44%** of Brits would prefer to book multiple staycations instead of one summer holiday abroad

**At Sykes, bookings for this August bank holiday are already up 36%** compared to 2019

**Adult group bookings for this year are up 33%** compared to 2021 - as Brits look to holiday more with friends and family post-pandemic

- UK regions most Brits want to discover**
1. Somerset
  2. Norfolk
  3. Suffolk
  4. Argyll & Bute
  5. Dumfries and Galloway

**50%** of Brits plan to **avoid the tourist spots** in the UK and travel to lesser visited locations this year

**With cancelled flights and airport chaos, breaks for summer are up 70%** over the past four weeks compared to the same point in 2019 and up 26% compared to the same point in 2021



**North Wales**  
has been the most popular region for summer bookings two years in a row – overtaking Cornwall

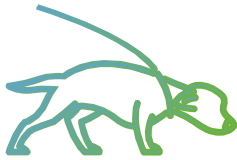
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## Brits' current travel choices

What does the nation want from a UK break and how have holiday habits changed in recent years?

The way Brits are holidaying has changed significantly in recent years. Last-minute breaks are more common than ever, while environmental concerns are increasingly playing into our holiday decisions.

Meanwhile, many of us are looking for the 'wow factor' when seeking out a UK getaway, and it appears more pets are getting to enjoy staycations post-pandemic too.



### Paw-cations:

the increase in pet ownership is taking effect with

**35%**

of 2022 bookings including dogs compared to 33% of bookings in 2021



### Sustainable staycations:

**26%**

of Brits said they're more likely to consider a UK break now due to concerns for the environment



### Work-cations:

good WiFi is an accommodation priority for

**29%**

of Brits, with 38% now more likely to work from home while on holiday compared to before the pandemic.

Brits are also looking for the 'wow factor' with their staycations, with bookings to castles, lighthouses, or properties with thatched roofs up 56% compared to 2021

Glamping accommodation continues to be high in demand, with bookings for shepherd's huts & yurts up 46% compared to 2021 and 94% compared to 2019

## Make-up of staycation bookings this year:



40%

Couples



31%

Families



27%

Adult groups



2%

Solo travellers

## The top 3 types of UK break this year:

1. City break
2. Cottage-style holiday
3. Lakes and mountains

## Most in demand local amenities to attract visitors:



Walking routes



Coast



Cycling routes



Pub



Countryside

**41%**  
of Brits say they're  
more likely to try  
out new experiences  
when on holiday now  
versus before the  
pandemic

## The top 3 property features influencing Brits' choice of staycation accommodation:

1. Garden and outdoor space
2. Proximity to the beach
3. Good Wifi and technology

**Bookings for  
properties  
with hot tubs  
are up 36%**  
compared to 2021

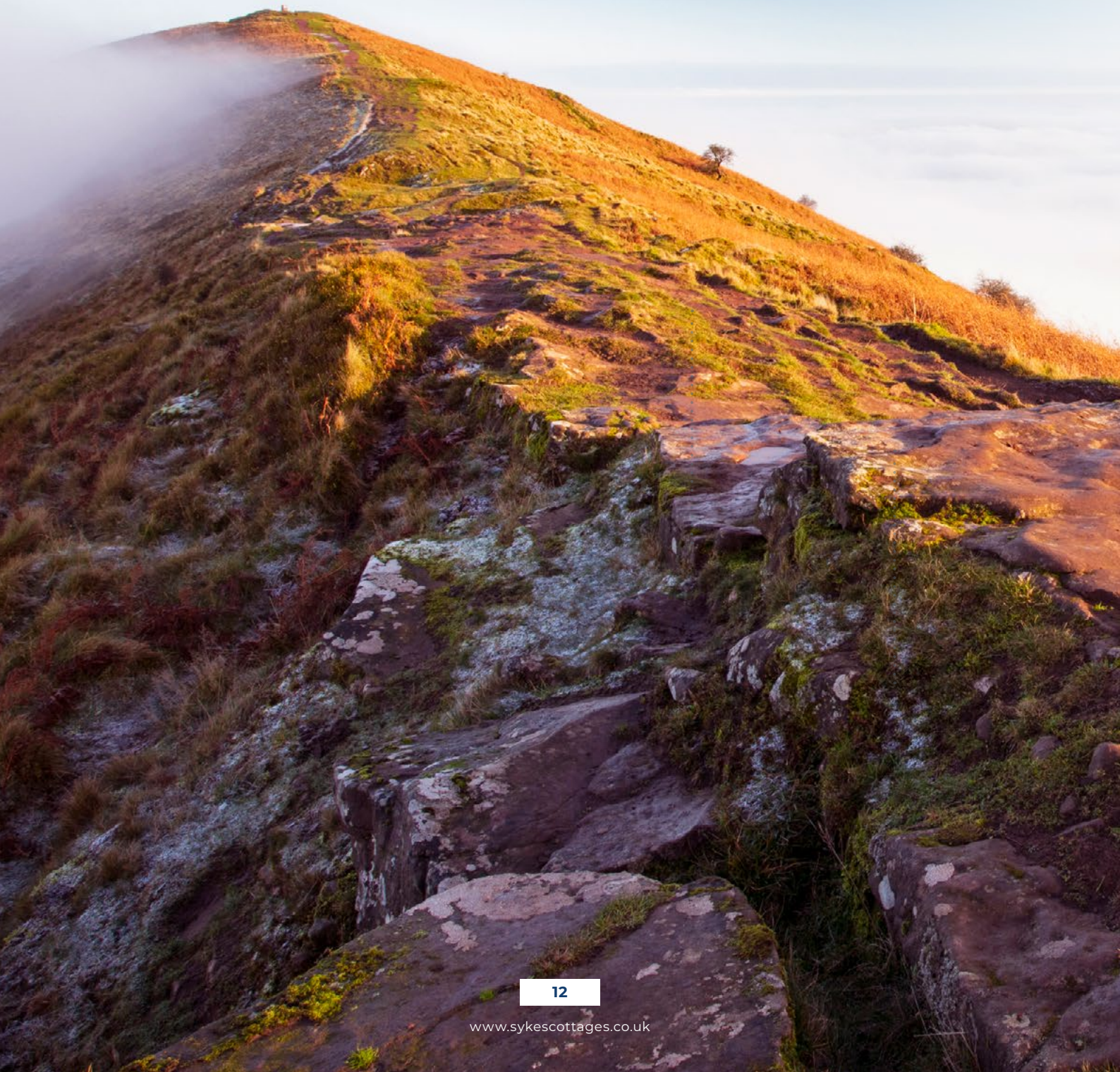
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## The rise in save-cations

### The impact of the cost-of-living crisis on Brits' holiday budgets

Amidst soaring inflation and its unavoidable impact on UK households, our research found that half (50%) of holidaymakers plan to go on fewer breaks away than they normally would do this year.

For many, pressures on household budgets have made holidaying closer to home more appealing than ever, with Brits' average staycation budget the lowest it has been in recent years.



**50%** of the nation plan to go on fewer holidays in 2022 than normal due to pressure on household budgets

**35%** of Brits are now more likely to consider a UK break due to the cost-of-living crisis

**51%** of Brits say they prefer their UK holidays to be in self-catering accommodation because it works out cheaper

Brits' budget for their main UK break in 2022 has reduced by **£119 this year** – with the average budget now at £822. But how does that break up?



**The top 5 best value staycation locations**  
(all under **£500** on average for a week's accommodation):

1. St Harmon
2. White Grit
3. Longframlington
4. Chacombe
5. Winston



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# Looking ahead

## What are Brits' travel plans for the future?

As we approach autumn and winter 2022, Brits will continue to favour the rugged areas of North Wales and Cornwall.

We've seen a year-on-year increase in bookings over Christmas and New Year, with holidaymakers looking to close out the year with a festive getaway.

### The top 5 UK activities Brits are most likely to base a staycation around:

1. Visiting historical sites, including castles
2. Hiking in a National Park or AONB
3. Going to a waterfall
4. Visiting a museum
5. Going to a National Trust property

### Bookings made for Christmas and New Year

**2022 so far are up 15%**

- compared to the same period in 2021

### 13% Brits plan to take

**an overnight break** in the

UK over Christmas and New Year this year

**The top 10 most popular regions for autumn & winter 2022:**

1. North Wales
2. Cornwall
3. Cumbria & The Lake District
4. North York Moors
5. Devon
6. Yorkshire Dales
7. Peak District
8. East Anglia
9. Heart of England
10. Northumberland

**Families meeting in the middle – the top 5 most popular regions for family bookings over Christmas 2022:**

1. Cumbria & The Lake District
2. North Wales
3. North York Moors
4. Peak District
5. Yorkshire Dales



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## Rural staycationers

We hear from those who have holidayed closer to home this year

### For this new family, it was staycation or nothing

After welcoming his daughter Phoebe in 2021, Ricky Ambury and his wife, Emilie, were keen to avoid the crowds and stress of travelling abroad by staying closer to home for their first ever family holiday.

Cow Byre, a converted barn just outside of Malton, North Yorkshire, offered them the perfect home away from home, with plush furnishings, a woodburning stove and courtyard area for dining al fresco.

With picturesque views of the surrounding countryside, and within short driving distance of Malton and its range of amenities, Ricky and his family were able to enjoy quality time together in this rural and lesser-visited location. A perfect location for making memories.

*“Choosing a staycation over a holiday abroad was a no brainer for us when we were looking at our first trip away as a family – a baby has a surprising amount of luggage!*

*Holidaying closer to home meant we could relax from the get-go, as we didn't have to jump through any hoops regarding travel restrictions or testing.*

*When we arrived at our holiday home, the owner had left us a generous package of goodies, including local food and drink items. This made us feel really welcome and even more keen to book another Sykes property for a future staycation.”*











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## Eco-conscious travellers

### Booking a sustainable staycation was essential for this London-based couple

Following a string of cancelled holidays during the pandemic, Sian Pretorius and her boyfriend, Kieran Poole, have discovered a love of staycations which is now set to continue.

After promising themselves to prioritise living more sustainably, this year the couple widened their holiday horizons from villas abroad and all-inclusive hotels to UK yurts and glamping accommodation.

This led to a stay in a shepherd's hut in Wales and a long weekend in a yurt in the Cotswolds. With solar powered showers and home-grown produce, Sian and Kieran were able to fully embrace countryside living during both getaways while limiting their environmental impact.

*"While locations abroad are still on our travel bucket list, we're more open than ever before to considering UK holidays.*

*The pandemic really prompted a shift in how we view staycations and we're finding ourselves booking one every few months as its easy, affordable, and – most importantly – more environmentally friendly.*

*We have a long list of UK cities and villages we're gradually ticking off and have fallen in love with locations we could visit year after year. After five staycations in 2021 and two already this year, we'll see how many we can fit into the rest of 2022!"*

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## What we've found – our conclusion

### Staycations continue to be a top choice for Brits

The shift towards staycations had already begun pre-Covid, but our latest research proves that it is still showing no signs of slowing in this post-pandemic world.

Whether it be the simple fact of Brits rediscovering their love of the Great British staycation, or because travellers are becoming increasingly environmentally conscious, it seems a number of people will still be leaving their passports at home this summer.

Uncertainty around Covid restrictions has seemingly been replaced with another worry – overseas travel disruption – which has encouraged some to reconsider their plans and our last-minute bookings for this summer have soared as a result.

Plus, an increased pressure on household budgets is leading to many turning to staycations as the better value option. Though even then Brits are tightening their belts, with UK break budgets at their lowest since our Staycation Index began.

That said, thanks to it being a bumper year for British breaks, we've estimated that domestic tourism will still boost

the UK economy by approximately £15.5bn this summer. This will positively impact the nation's rural and seaside economies, including those that might have suffered because of restrictions in recent years.

As we look to the future, my focus lies in working with others in the industry to support sustainable growth. This includes ensuring holiday lets and second homes across the country are put to good use, hosting as many paying guests as possible.

As ever, my thanks to all our property owners, guests, and the ever-growing Sykes Holiday Cottages family.

**Graham Donoghue,**  
CEO, Sykes Holiday Cottages





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## About Sykes Holiday Cottages

Sykes Holiday Cottages is an independent vacation rental management company with more than 30 years' experience in the industry.

We now have almost 22,500 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 with regional offices around the country, our team of over 1,000 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 & data sources:**

Bookings data for the year ahead was used to provide a snapshot of the staycation market, while comparisons with full-year data from 2019, 2020 and 2021 were used to identify market trends.

Supporting consumer research of 2,000 UK adults was carried out by OnePoll in May 2022.

\*Contribution to UK economy - number of Brits who plan to stay in the UK for their main summer holiday in 2022 (46%) (taking into account UK adult population) multiplied by planned spend on their main summer break (£822).

### **Contact us:**

For further information on the report findings, methodology or press enquiries please contact [sykescottages@citypress.co.uk](mailto:sykescottages@citypress.co.uk)

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