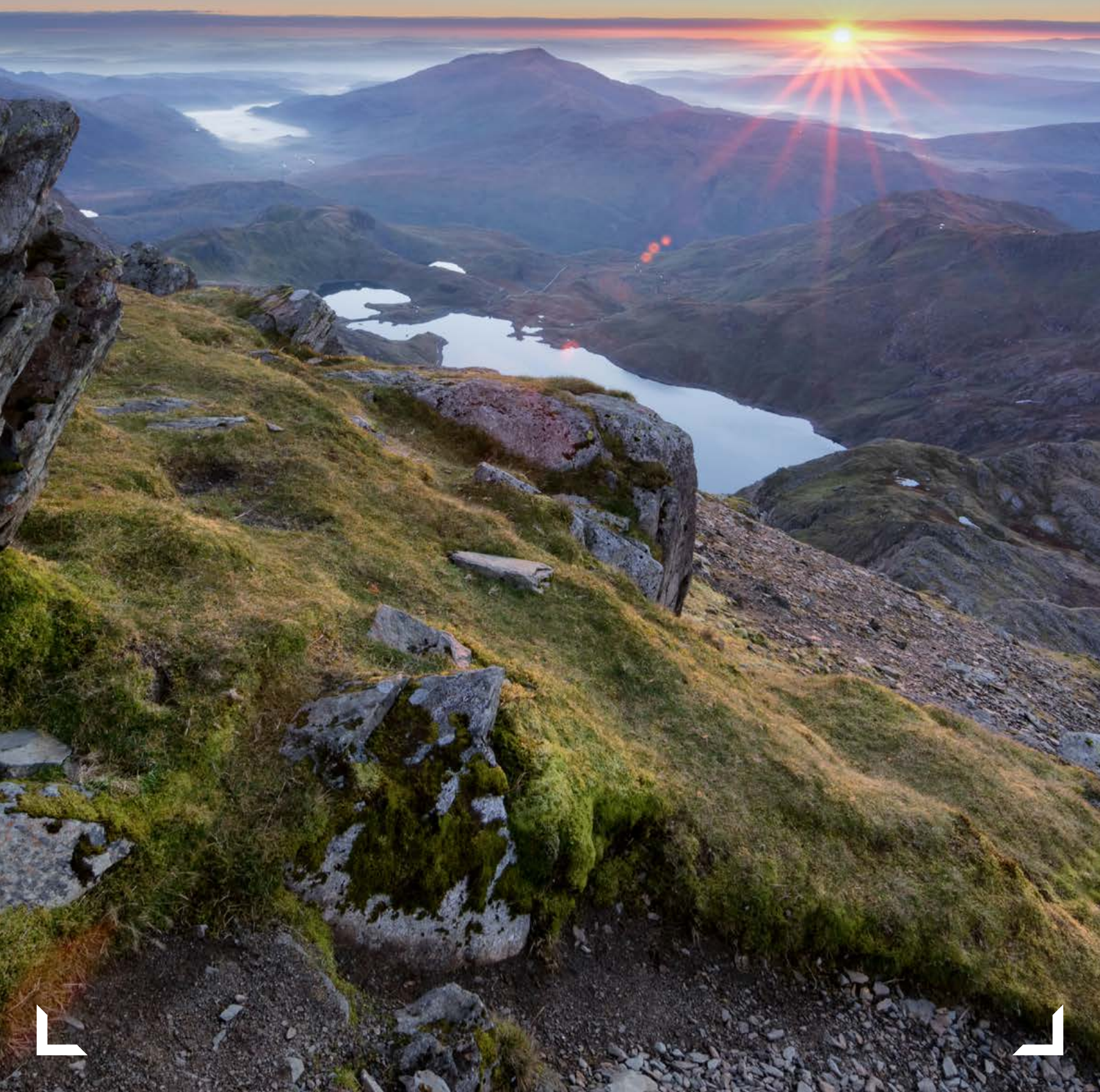


THE SYKES STAYCATION INDEX 2023

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 the travel trends and factors driving Brits' holiday choices, as well as the top staycation hotspots in the UK and the impact of the rising cost-of-living on travel habits.

What's in this report?

Welcome	04
British breaks and where we're holidaying	06
The year of the save-cation	10
The latest UK travel trends	12
Conclusions	16

Welcome

Following a record few years for staycations – with a staggering 82% of Brits holidaying at home in 2022 – the sector continues to show its strength as we head towards another busy holiday season.

The addition of another May bank holiday to celebrate King Charles III's coronation means we're preparing to see even more people holidaying across the UK this year, and our predictions suggest that staycations could contribute an estimated £28bn to the UK's economy.

With families across the UK facing increased energy costs, inflation, and a squeeze on their budgets, we've seen many turn to staycations as a more affordable alternative. In fact, travellers are looking to take up to three UK trips in 2023, with half (50%) more likely to book a staycation over a holiday abroad this year due to the increased cost-of-living.

This year's Staycation Index marks the fifth edition of our annual report. Here we delve into the trends and holiday habits that have emerged over the last 12 months, as well as where, and what, Brits are prioritising when heading on a getaway.

We look specifically at the top UK holiday hotspots, best budget destinations – including Holmfirth and Staithes in Yorkshire and Blaenau Ffestiniog in Wales – and the locations trending on TikTok, alongside analysing our booking data to reveal the most sought-after holiday home features and property types.

With over three decades worth of experience in the holiday letting sector, we're able to provide expert insight and knowledge regarding staycations, as well as predict what is set to shape UK travel this summer, and beyond.

“Our research has found that half (50%) of Brits are more likely to book a staycation over a holiday abroad this year due to the increased cost-of-living.”

Graham Donoghue,
CEO, Sykes Holiday Cottages





British breaks and where we're holidaying

An analysis of staycation demand and key holiday destinations in 2023

Based on both our bookings data and consumer research, it is clear that staycations are still very much in demand amongst Brits despite the return of foreign travel.

Below, we reveal the staycation spots growing in popularity, as well as how the extra May bank holiday has boosted staycation bookings and the sector's growing impact on the UK's economy.



75% of Brits will holiday in the UK this year with at least 43% planning to make this their main break

Domestic tourism will boost the UK economy by an estimated £28bn this year - with average budgets for UK staycations growing in 2023

31% rise in bookings to Sykes holiday lets this summer compared to 2022

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

The top 5 reasons for choosing a staycation:

1. Enjoyed holidaying in the UK over the past two years
2. Pandemic highlighted how much the UK has to offer
3. It's less stressful
4. It's easier to go on holiday closer to home
5. It's cheaper

The proportion of Brits with staycation plans already in place for peak periods this year

APRIL	MAY	JULY
Easter Bank holiday 31% Vs 25% in 2022	Early May Bank Holiday 23% VS 21% in 2022	Summer 51% Vs 44% in 2022
AUGUST	OCTOBER	DECEMBER
Bank holiday 20% Vs 20% in 2022	Autumn half-term 20% Vs 21% in 2022	Over Christmas and New year 17% Vs 13% in 2022

17% uplift in bookings during May this year versus 2022



Staycation bookings growth broken down by month

Source: Sykes' booking data from 2014 to 2023



The top 10 fastest-growing regions for bookings for the summer school holidays in 2023 according to Sykes bookings:

1. Peak District
2. Central Scotland
3. East Anglia
4. Heart of England
5. Yorkshire Dales
6. Somerset
7. South Coast
8. Cotswolds
9. Mid Wales
10. Highlands & Islands

10 most popular staycations of 2023 according to consumer research of 2,000 UK adults:

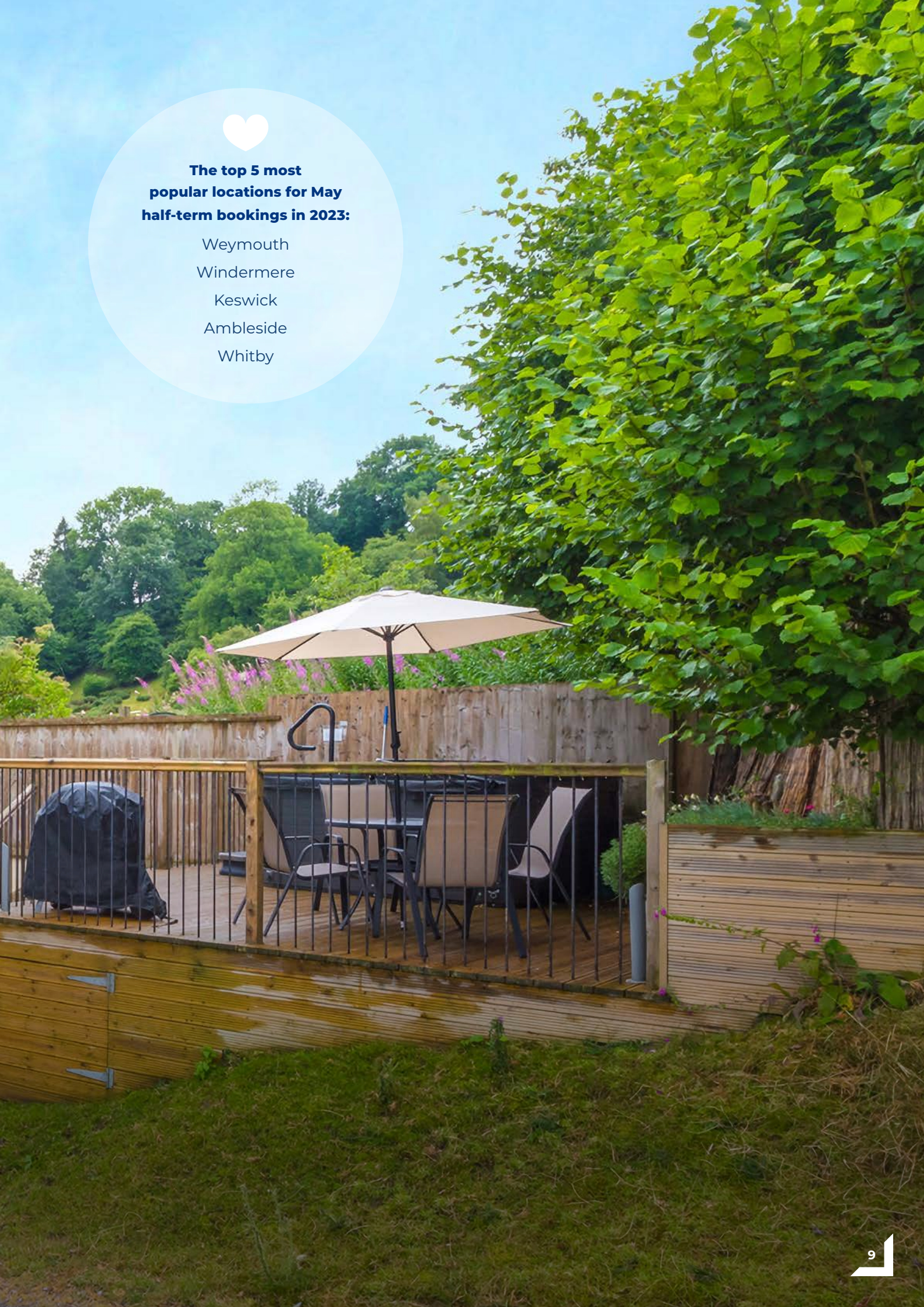
1. Yorkshire
2. Cornwall
3. Scottish Highlands and Islands
4. Cumbria
5. Northumberland
6. Devon
7. Norfolk
8. Berkshire
9. North Wales
10. Isle of Wight





**The top 5 most
popular locations for May
half-term bookings in 2023:**

Weymouth
Windermere
Keswick
Ambleside
Whitby



The year of the save-cation

The impact of the cost-of-living crisis on travel decisions

With household costs higher than ever, our research found that half (50%) of holidaymakers are more likely to book a staycation over a holiday abroad this year due to the increased cost-of-living. Almost half (48%) plan to visit a destination this year that they've already been to as they know what budget they'll need.

Furthermore, 'staycation snacking' appears to be on the rise, with Brits looking to take shorter, more frequent breaks over more expensive longer getaways, while a significant number of people are revisiting the destinations they know.

50% of Brits are more likely to book a staycation over a holiday abroad this year due to the increased cost-of-living

On average, Brits will spend £1,200 on their main UK break

How does Brits' 2023 staycation budget break up?

- Accommodation
- Travel
- Food & drink (out)
- Food & drink (in)
- Daytime leisure activities
- Evening entertainment
- Souvenirs / gifts
- Holiday wardrobe



How has spending changed over recent years?

54% prefer their UK holidays to be in **self-catering accommodation** because it's **cheaper**

78% of all property searches on the Sykes website in the last 12 months were sorted by '**lowest price first**'

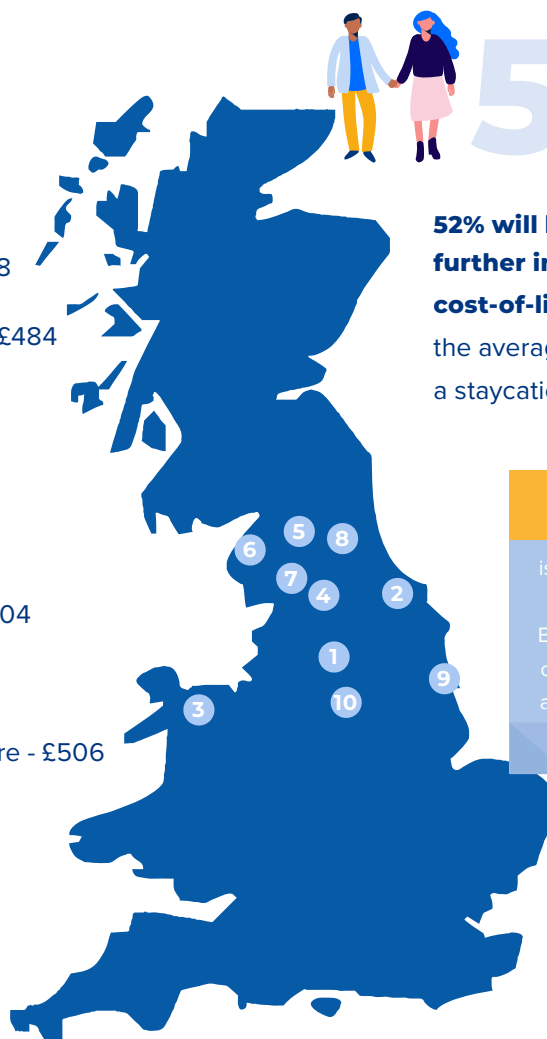
37% plan to go on multiple, shorter, breaks away this year to break up their travel costs, and **the same number** are looking to **holiday as close to home as possible to reduce costs**



33% plan to go back to basics with their trips this year – including glamping or camping – to save money

The top 10 best value holiday locations according to average weekly rental price (all under £550):

1. Holmfirth, Kirklees - £454
2. Staithes, North Yorkshire – £458
3. Blaenau Ffestiniog, Gwynedd - £484
4. Haworth, Bradford - £496
5. Penrith, Cumbria - £497
6. Cockermouth, Cumbria - £498
7. Hebden Bridge, Calderdale - £504
8. Barnard Castle, Durham - £504
9. Hornsea, East Riding of Yorkshire - £506
10. Matlock, Derbyshire - £509



52%

52% will book their staycation further in advance due to the cost-of-living, with Sykes finding the average lead time of booking a staycation is **174 days**

W/C 21ST AUGUST

is currently the most popular for bookings, suggesting Brits are taking advantage of cheaper holiday offers often available towards the end of the school holidays

Booking a break during 2023's off peak seasons is 53% cheaper than booking during a peak season

The latest UK travel trends

What does the nation want from a UK break?

After city breaks took the top spot for a UK getaway in 2022, this year travellers are yearning for cosy cottages and countryside breaks in locations away from tourist hot spots.

Here, we reveal the most sought-after property features, locations and travel trends for a staycation, as well as the factors influencing Brits' staycation decisions.

47% of Brits plan to avoid destination hot spots this year -

citing that other UK locations are less crowded (65%), more affordable (53%), and more flexible on accommodation (42%)

The top 5 lesser-visited UK regions Brits would most like to visit:

1. Norfolk
2. Somerset
3. Cheshire
4. Kent
5. Ayrshire

The most popular types of UK break in 2023



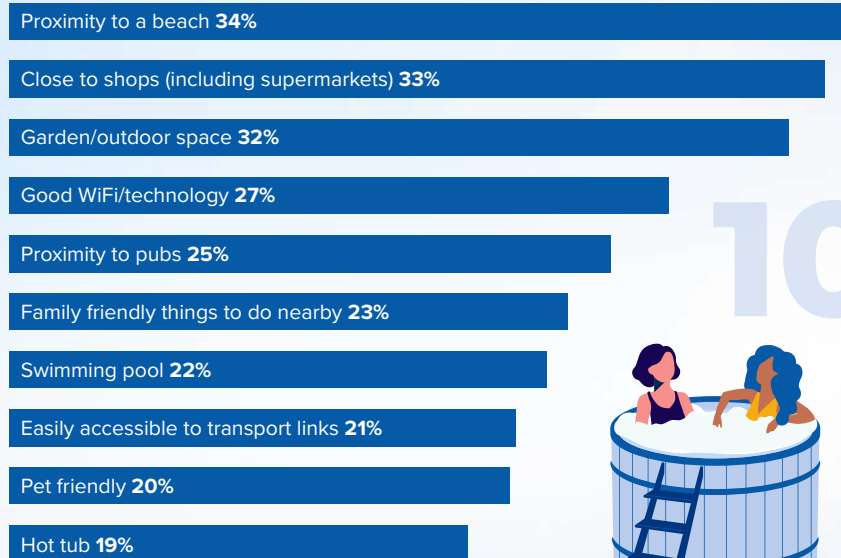
The top 5 local amenities Brits look for on holiday:

1. Walking routes
2. Cycling routes
3. Countryside
4. Pubs
5. Coast

32% are looking to travel solo this year rather than with their family or friends, with Keswick in Cumbria leading the way as the number one location for solo travellers



The most popular property features for staycations in 2023



104%



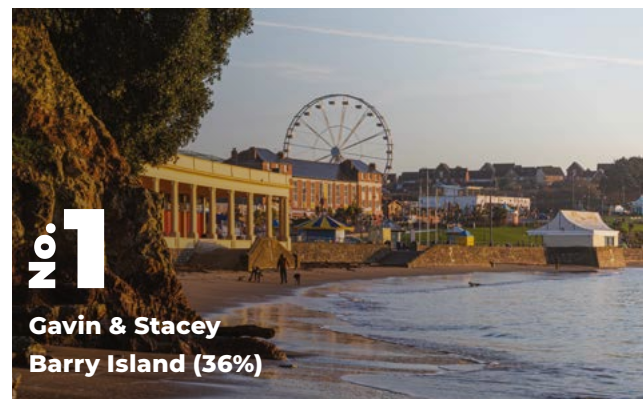
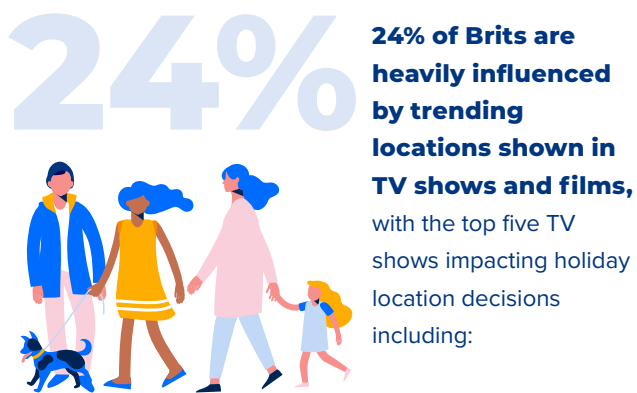
Luxury amenities continue to be popular with holidaymakers, with bookings for properties with hot tubs up 104% compared to 2022 and 167% compared to 2019

Destination focus

Staycation hotspots – which destinations are trending this year?

The popularity of staycation destinations across the UK is ever evolving, with holidaymakers on the hunt for more affordable locations off the beaten track, as well as the notable influence of social media driving trending holiday hotspots in 2023.

Our research has revealed the factors influencing Brits' staycation decisions this year – whether it be well known destinations brought to life through popular TV shows or staycation locations trending on TikTok revealing the UK's hidden gems.





We've searched TikTok to unveil the leading staycation hotspots currently trending on the social media platform



1.2 billion

#Cornwall

#Cornwall has received over 1.2 billion views on TikTok with popular spots #Newquay and #Porthcurno receiving 54.8 million and 4.3 million views respectively - #LustyGlazeBeach was also highlighted as a hidden gem, with over 354k views



27% are heavily influenced by social media channels – such as TikTok and Instagram – when picking a location for their holiday

#CarbisBay



674 million

#Newquay

#LustyGlazeBeach



359 million

#Porthcurno

#Stives

#LakeDistrict

#Keswick

#Ambleside

#Dartmoor

#Devon

#Devon received over 674 million views on TikTok, with #Dartmoor, #Stives, #CarbisBay, and #Clovelly among the most popular locations. #BudeSeaPool was spotlighted as a hidden gem, with over 1.4 million views

#BudeSeaPool

#LakeDistrict totaled 359 million views on TikTok with #Windermere, #Keswick, and #Ambleside the top three locations viewed by users. Hidden gem locations included #CathedralCave, with over 1 million views, and #DerwentWater, with 944k views



What we've found – our conclusion

Staycations remain top of Brits' holiday wish lists due to the cost-of-living

The steady shift towards staycationing over recent years has been a result of many different factors, including the pandemic and overseas travel disruption as well as a renewed enthusiasm for the many stunning holiday destinations throughout the UK. And as we head towards peak holiday season for 2023, this trend is set to continue.

With increased pressures on budgets, many holidaymakers are opting for properties closer to home and away from traditional tourist spots to take advantage of lower costs without compromising on the quality of their experience.

From planning trips in advance, to an increase in 'staycation snacking' and returning to previously visited destinations, the rising cost of living has resulted in several significant changes to how Brits are choosing to holiday this year.

That being said, it is interesting to see the extent trending destinations are also impacting travellers' decisions, with a quarter of holidaymakers being influenced by social platforms such as TikTok and popular UK TV show locations.

As we look to the season ahead, I continue to be immensely proud to promote all that the UK has to offer. With beautiful countryside and award-winning beaches on our doorstep, there are endless opportunities for affordable holidays that will leave you with memories to last a lifetime.

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



Graham Donoghue,
CEO, Sykes Holiday Cottages

A handwritten signature of Graham Donoghue in white ink, written in a cursive style.



About Sykes Holiday Cottages

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

We now have more than 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 nine consecutive 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 1,000 employees work with customers and owners to deliver the best British breaks available.



Explanation of methodology:

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, 2021, and 2022 were used to identify market trends.

Supporting consumer research of 2,000 UK adults was carried out by OnePoll in February and March 2023.

**Contribution to UK economy - number of Brits who plan to stay in the UK for their main UK break in 2023 (43%) (taking into account UK adult population) multiplied by planned spend on their main summer break (£1,236).*

Contact us:

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