



SYKES HOLIDAY COTTAGES

# The Sykes Staycation Index 2024

A deep dive into the current  
staycation landscape, presented to  
you by Sykes Holiday Cottages

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This company meets high  
standards of social and  
environmental impact.

Corporation



# Welcome to the annual Sykes Staycation Index

Our report provides a comprehensive overview of the UK's latest travel trends, including the top staycation destinations and factors influencing Brits' holiday decisions.

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Opposite page image Kidcleugh Hide, Duns, Scottish Borders





# Staycations at a glance

Before we take a deep-dive into the detail, here are some key findings from our internal bookings data and consumer research of 2,000 UK travellers.



**77% of Brits will holiday in the UK this year** – with 42% planning a staycation for their main break.

**114 days** is the average lead-time between booking and travel, compared with 61 days for short breaks.

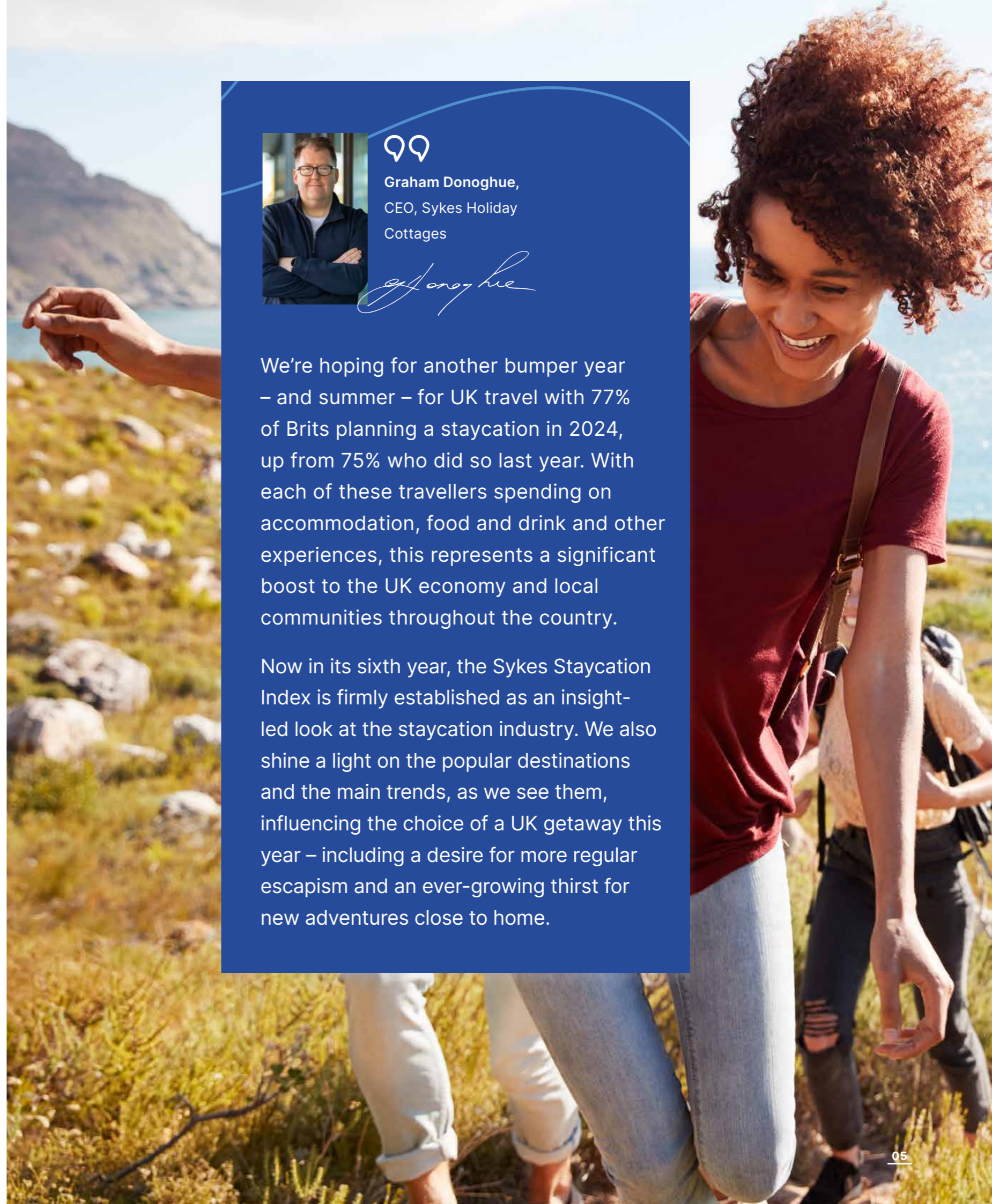
On average, Brits will take **three UK breaks in 2024.**

Domestic tourism will **boost the UK economy by more than £30.3 billion this summer.**

**Brits plan to spend £1,070, on average, on their main holiday in the UK** – with 43% of travellers taking this over the summer.

**8% year-on-year growth** in bookings in 2023.

**Short break bookings are up 44% this year** - over a third (35%) of Brits prefer more regular short breaks.



Graham Donoghue,  
CEO, Sykes Holiday Cottages

We're hoping for another bumper year – and summer – for UK travel with 77% of Brits planning a staycation in 2024, up from 75% who did so last year. With each of these travellers spending on accommodation, food and drink and other experiences, this represents a significant boost to the UK economy and local communities throughout the country.

Now in its sixth year, the Sykes Staycation Index is firmly established as an insight-led look at the staycation industry. We also shine a light on the popular destinations and the main trends, as we see them, influencing the choice of a UK getaway this year – including a desire for more regular escapism and an ever-growing thirst for new adventures close to home.





10 most popular locations for summer 2024 bookings

- Windermere
- Whitby
- Keswick 3
- Ambleside 4
- Scarborough 8



Cornwall has taken Yorkshire's spot as the most popular staycation destination for 2024.



- Lyme Regis
- Salcombe 6
- Newquay 10
- Dartmouth 9
- Weymouth 1



Weymouth continues to be the most sought-after location for summer 2024 after coming top last year.

## Where are Brits holidaying?

A look at the current holiday hotspots that Brits are holidaying in, with the South West proving particularly popular this year.

10 most popular staycation destinations in 2024, according to consumer research of 2,000 UK adults:

- ↑ Cornwall up 1 place
- ↑ Scottish Highlands and Islands up 1 place
- ↑ London new entry
- ↑ Devon up 2 places
- ↓ Yorkshire down 4 places
- ↓ Cumbria down 2 places
- ↑ North Wales up 2 places
- ↓ Norfolk down 1 place
- ↑ Dorset new entry
- Isle of Wight no change



# Why are Brits holidaying in these areas?

Delving into the unique attributes of popular destinations and what is attracting Brits to holiday in these parts of the country.

What attracts holidaymakers to the country's most popular staycation destinations, according to consumer research of 2,000 UK adults.

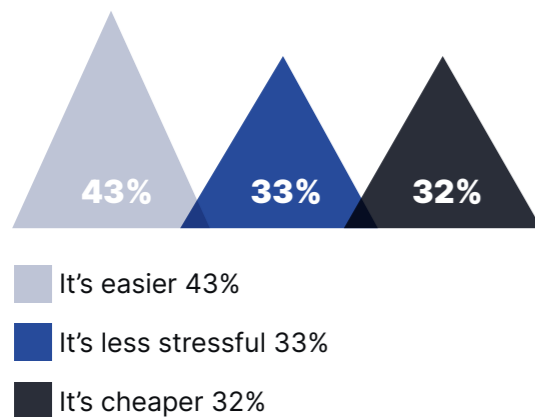




# Why are Brits choosing to holiday closer to home?

We've looked at the main drivers influencing holiday decisions, and the reasons why people are looking closer to home for a getaway.

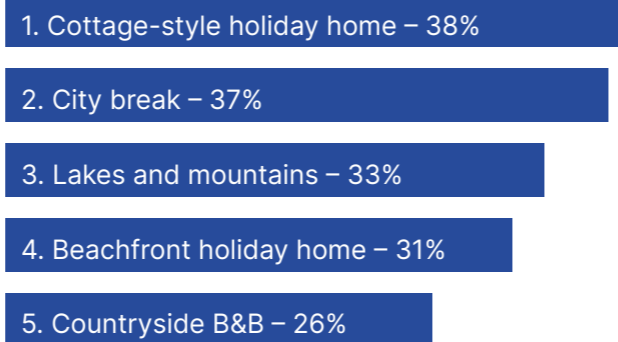
The top three reasons for choosing a staycation over a foreign trip:



The top five activities Brits most want to do on staycation:

1. Going on coastal walks
2. Going on countryside walks
3. Exploring local attractions
4. Having a pub lunch
5. Trying local restaurants

The 5 most popular types of UK break in 2023:



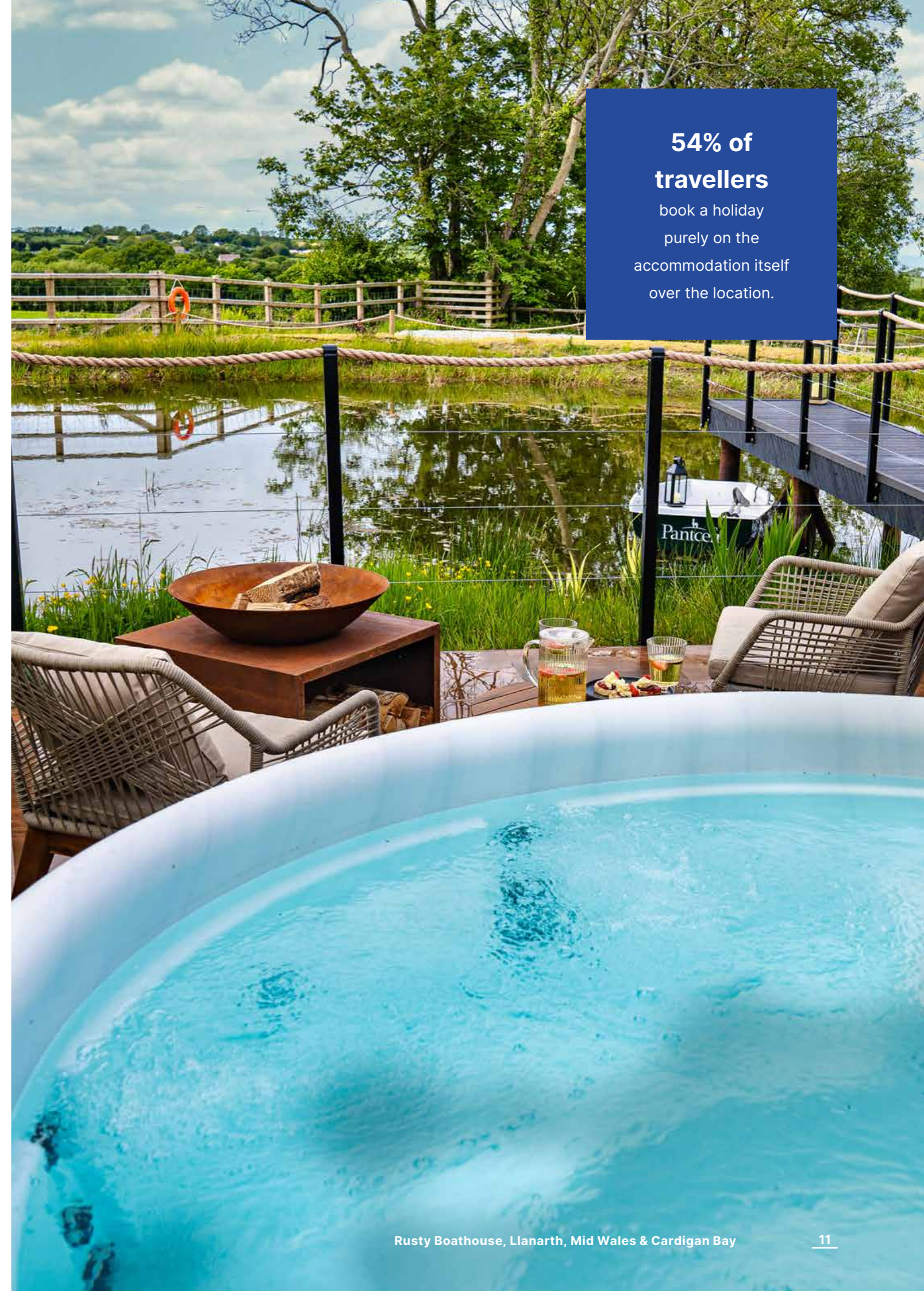
## The most-searched property features

on the Sykes website this year are:



**54% of travellers**

book a holiday purely on the accommodation itself over the location.





# The pop culture trends impacting travel

Here we explore the ways pop culture, including popular TV shows and social media, are impacting people's travel choices. Game of Thrones is still fuelling trips to Northern Ireland, while Netflix's One Day has put Edinburgh in the spotlight for staycationers.

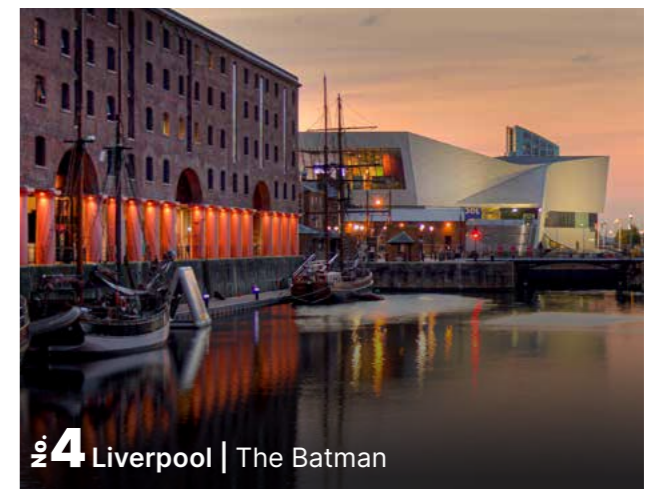
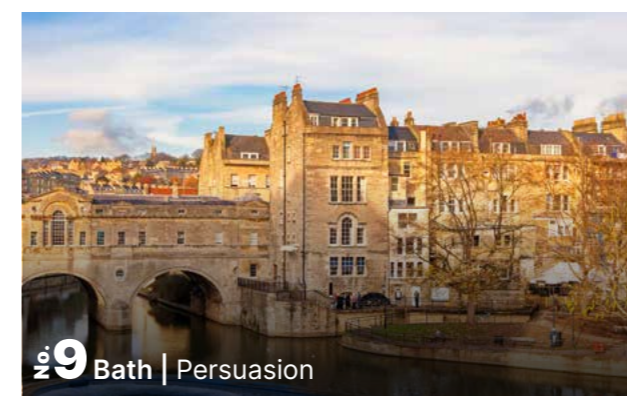
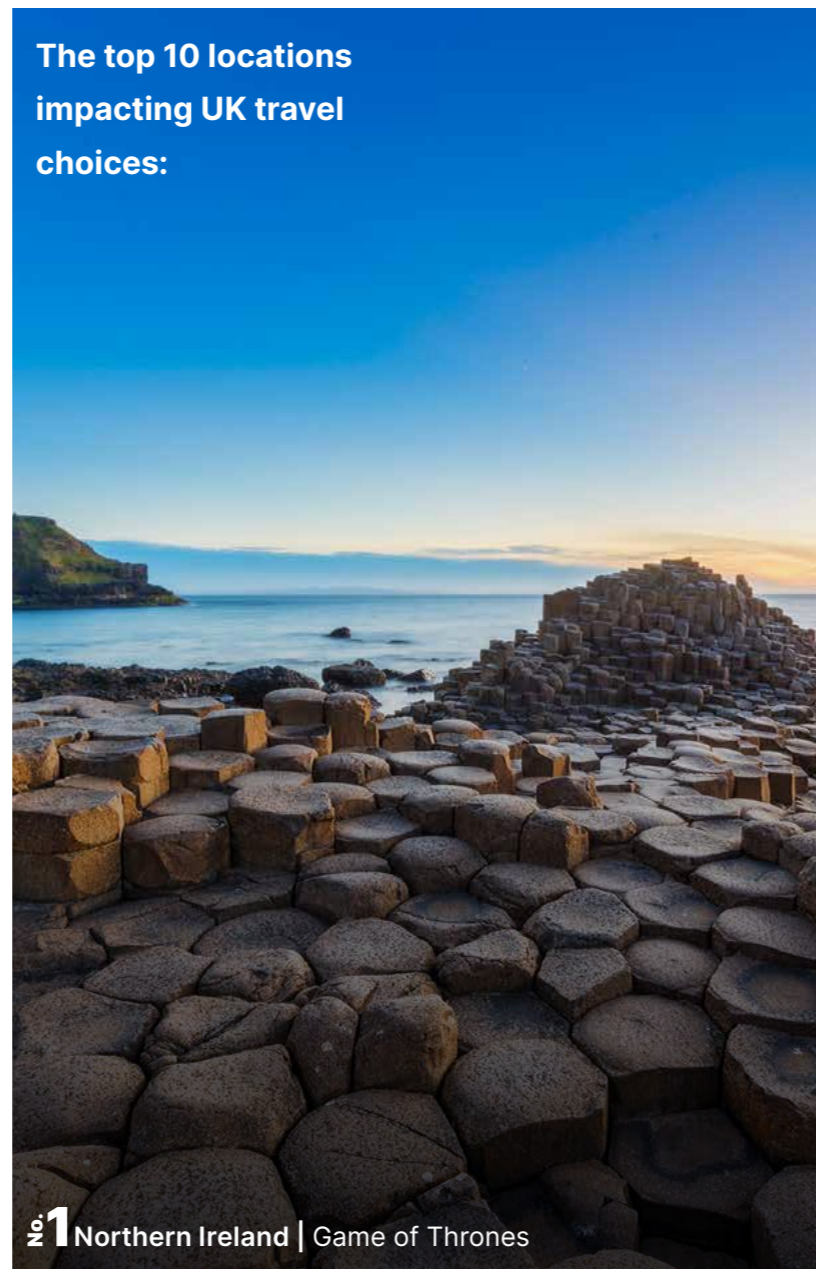
**17% of Brits** intend to visit somewhere in 2024 that they've seen on TV or in a film.

**23% say** their travel is heavily influenced by social media, including TikTok and Instagram.

**Five staycation activities most inspired by social media...**

1. Restaurant reservations
2. Walking routes
3. National Parks
4. Historical sites
5. Museum trips

**7% go on shorter, but more frequent,** breaks purely to post about them on social media.





# What's trending in 2024?

## Staycation snacking

Our research has found 'staycation snacking' is more popular than ever, with Brits looking to take shorter, more frequent breaks to make the most of their annual leave and experience more of the UK.

The top reasons for indulging in 'staycation snacking' include:

Experiencing more locations **44%**

It's easier to fit into busy schedules **37%**

Offers more regular escapism **29%**

## April and December

were the most popular months to take a short break in the UK in 2023.



## 22% opt for shorter, more frequent breaks

to use their annual leave more efficiently.

Sykes has seen a 9% uplift in long weekend break bookings

YoY in 2024, with **35% of Brits preferring more regular, short breaks.**



# Back to basics breaks

Bookings to pods, yurts, and shepherd's huts have been steadily increasing over the last few years, with people attracted by the different – and back to basics – experience this type of break offers. There's a 'glamping gap' at the moment as this growth lies in a smaller base of younger travellers.

## Glamping bookings were up

**67% in 2023**, but two-thirds (67%) of Brits have still never been glamping.

## Generational 'glamping gap'

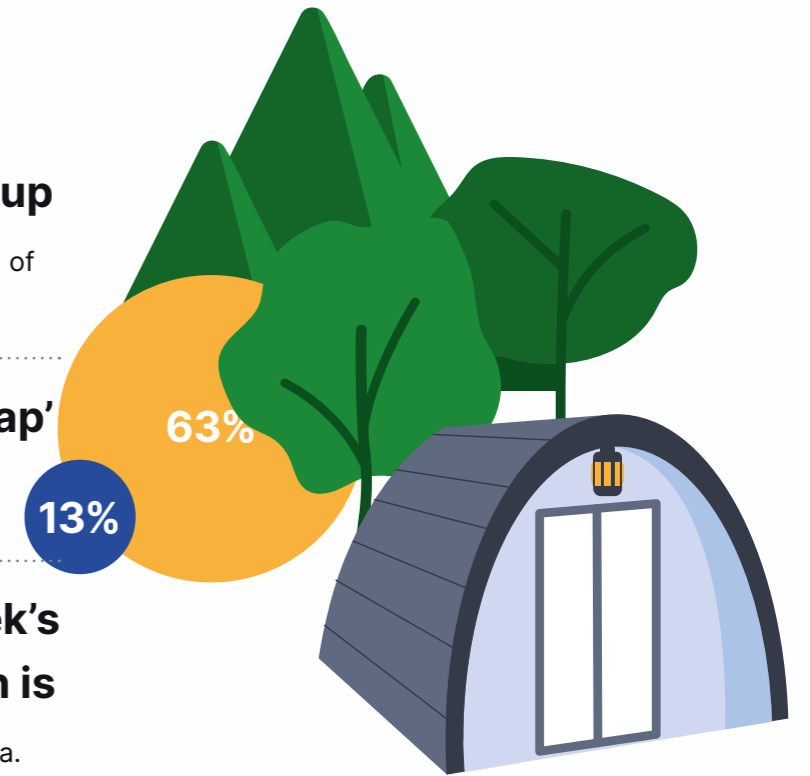
**63%** of 18-24s have been glamping vs. **13%** of over 55s.

## The average cost of a week's glamping accommodation is

**£564**, according to Sykes' booking data.

## The top five glamping destinations based on Sykes' booking data:

1. Cumbria & the Lake District
2. Mid Wales
3. North Wales
4. Heart of England
5. Cornwall



## Main three things attracting Brits to glamping:

- 1** The different experience – 36%
- 2** The cosiness – 32%
- 3** To get closer to nature – 32%



# Dark horse holiday destinations

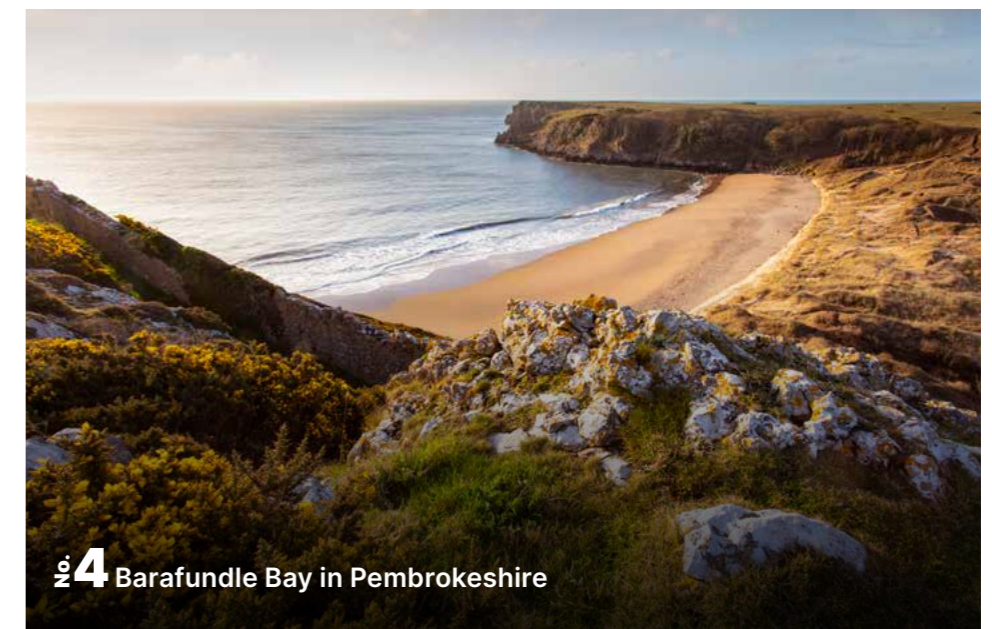
This year, Somerset has taken the top spot from Norfolk as the lesser-trodden destination Brits most want to visit, with more holidaymakers avoiding high-tourist areas and heading to more understated spots instead.

**36% of Brits** plan to visit locations off the usual tourist trail this year.

**65% of holidaymakers** get satisfaction from uncovering lesser-known destinations or attractions.

The top 5 lesser-visited areas Brits most want to visit:

1. Somerset
2. Norfolk
3. Argyll & Bute
4. Dumfries and Galloway
5. Kent





# Experience inclusive breaks

The ever-growing pursuit to try new things is also influencing travel choices, with more and more of our owners offering on-site experiences so guests don't have to venture very far to do this.

## Property spotlight

### Tickmorend Farm (ref. 1008625)

Tickmorend Farm House, near Nailsworth in Gloucestershire, is an ideal base for groups to explore the Cotswolds. The property is equipped with guest experience in mind, including its own natural swimming pool for wild swimming as well as greenhouses growing 'pick your own' produce and a pizza oven.

### Little Leighs (ref. 1062421)

At Little Leighs and the other Trenannick Farm Cottages, children and adults alike will love meeting the alpacas, Macchu, Cusco and Lima, and can accompany them for a walk around the grounds. The farm also has a large play area with a swing, slide, a sand boules pitch, and a mini pitch and putt.



**No. 1** Wild swimming



**No. 2** Visiting caves



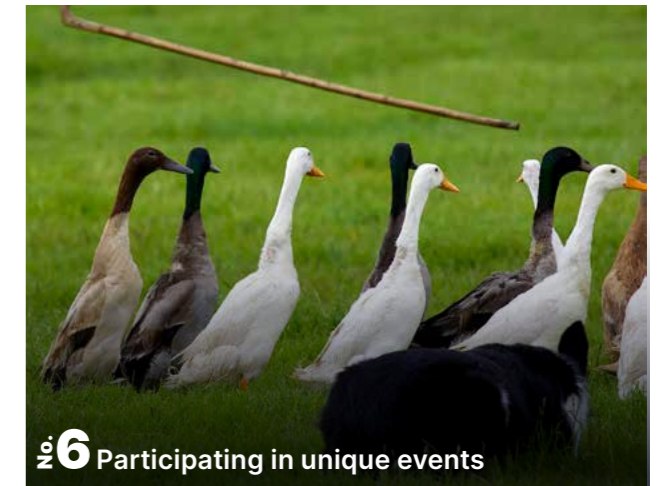
**No. 3** Hunting for fossils



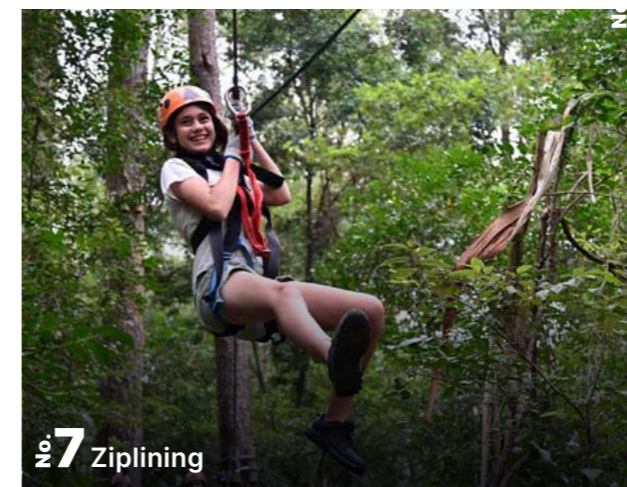
**No. 4** Ghost hunting



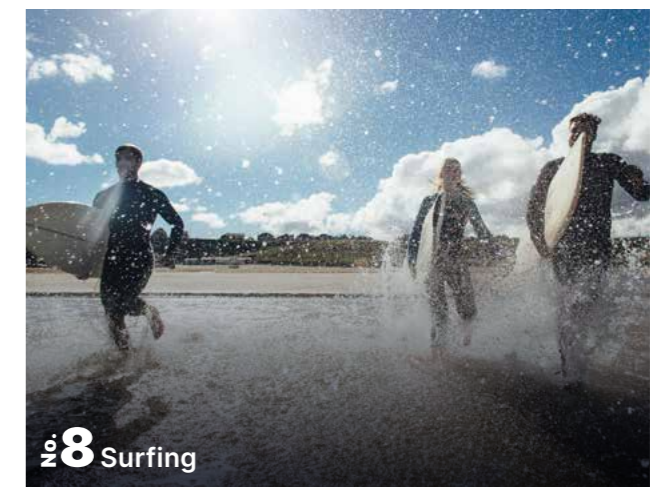
**No. 5** Hiking with llamas



**No. 6** Participating in unique events



**No. 7** Ziplining



**No. 8** Surfing



**No. 9** Cooking classes



**No. 10** Foraging



# Trending destinations in 2024

Our annual review of the staycation destinations seeing the biggest growth in bookings year-on-year in 2024, with Northumberland the top 'trending' UK region this year.





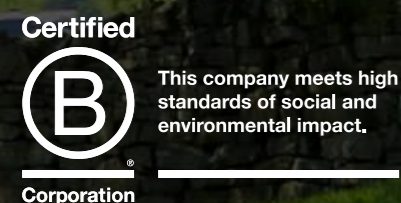
# About Sykes Holiday Cottages

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

Owned by parent company Forge Holiday Group, Sykes now has more than 22,500 properties available across the UK and Ireland, taking over three million people on holiday each year.

While the business has grown significantly over the years, Sykes commitment to offering quality accommodation to travellers – and being the best choice for holiday homeowners – remains unchanged. Sykes has been awarded 'Best Large UK Holiday Cottage Booking Company' at the British Travel Awards for ten consecutive years.

Headquartered in Chester and with regional offices around the country, its team of over 1,000 employees work with customers and owners to deliver the best British breaks available.



## Explanation of methodology:

Sykes' bookings data for the year ahead was used to provide a snapshot of the staycation market, while comparisons with equivalent YTD and full-year figures from 2019 to 2023 were used to identify market trends.

Supporting consumer research of 2,000 UK adults was carried out by OnePoll in April 2024.

\*Contribution to UK economy - £30.37 billion. Calculated based on the number of Brits who plan to stay in the UK for their main UK break in 2024 (42%) (taking into account UK adult population) multiplied by planned spend on their main summer break (£1,070).

## Contact us:

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

To book a holiday, visit [www.sykescottages.co.uk](http://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](http://www.sykescottages.co.uk/letyourcottage)





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