

Italy Ranks Top in New Lastminute.com COVID-19 Safe Travel Barometer

- lastminute.com combines latest official data on visitor safety with destination attractiveness to guide travel-hungry Brits.
- Italy currently ranks top according to live algorithms.
- Greece, Norway, Germany and Slovenia named in top five destinations by lastminute.com, UK ranked 8th.

UNDER EMBARGO: 8AM, Friday 21st August, London, UK: As Brit's desire for travel reaches a peak, [lastminute.com](https://www.lastminute.com) has created a [unique COVID-19 live travel ranking](#) to help people find the safest and most attractive booking destinations.

The lastminute.com travel trust score, which is regularly updated, ranks destinations based a safety score (60% weighting) and an attractiveness score (40%).

The Safety Score uses data from The Lancet, World Bank and the SIRD Model to determine the number of live infection rates, the quality of local healthcare and the distance travelled from the UK.

The attractiveness score combined live hotel room availability, typical popularity during the summer months and the number of UNESCO sites in any given country.

Having seen dramatic spikes in traffic and demand since the easing of lockdown measures, with 27% of bookings in August for travel within one week of booking, lastminute.com is committed to providing the best, up-to-date advice for travellers.

Bookings to holidays departing withing 4 days of booking are up 43% from last year, those within a week up 58% and holidays departing withing one to two weeks up 54% - accounting for one in five holiday bookings.

Reigo Eljas, Country CEO, lastminute.com UK and Ireland said: "Never before have people needed a great holiday more than now, which is why we've created a live algorithm so people can find the safest and most attractive places to visit as the world changes so rapidly around us."

"As it stands, Italy is our top recommended destination and for obvious reasons, we are not recommending travel to nations with quarantines in place. We've worked hard with suppliers to create flexible new packages so that anyone booking now can easily defer their travel to later dates."

According to lastminute.com data, city breaks have accounted for 53% of bookings versus 47% of bookings for sun and sea holidays so far in 2020 – something Italy can offer in abundance. With temperatures rising, 22 of the top 25 package holidays have been for beach resorts with locations like Sardinia proving popular with British holiday makers.

Managing Director of lastminute.com, Andrea Bertoli added. "We know just how important holidays are to everyone, especially after all of the stresses of adapting to COVID-19. But, all travel must be

safe, this is why we need the government to provide clarity around short-notice rules. The travel industry is intricate and to help it thrive and boost economies in the UK and overseas, all parties must work together to boost consumer confidence and give people peace of mind over their bookings.”

[lastminute.com's Top Destinations as of 20th August 2020:](#)

1 Italy

Beautiful architecture. Stunning art. Fabulous fashion. And the most amazing food – pizza, pasta, wine, gelato. Italy might be as close to heaven as a country gets. From Rome’s historical sites to Sardinia’s stunning beaches and caves to Sicily’s delicacies (arancini and cannoli are our personal favourites), there is something to suit all tastes. Some other things to add to your Italy bucket list: ride a gondola through Venice, take a mandatory embarrassing selfie next to the Leaning Tower of Pisa, eat your weight in neapolitan pizza in Naples.

<https://www.lastminute.com/holidays/italy.html>

2. Greece

Greece has it all: sun, sea and ancient history. If you like to sunbathe, wade in the water and feel the sand between your toes, you are spoiled for choice in this beautiful country. Believe it or not, Greece has 6,000 islands (over 200 of which are inhabited), so pack your swimming costume and dive right in. Greece is also great for culture vultures and history buffs – from the Acropolis in [Athens](#), to the ancient city of Kamiros in [Rhodes](#), there are fascinating things to see across the country. We’re so glad Greece will welcome UK travellers from the 15th July, but don’t forget there are still some restrictions. Make sure you submit your ‘Passenger Locator Form’ (PLF) up to 24 hours before travelling and ensure you understand all the conditions of travel.

<https://www.lastminute.com/holidays/greece>

3. Norway

For an unparalleled nature getaway, head to Norway. Fjords, glaciers, mountains, waterfalls, you name it. Whatever natural wonder you want to see, you’ll most likely find it somewhere in Norway. Let’s also not forget the Northern Lights – one of the most stunning things you can experience on this earth. Head to [Tromsø](#) for a great view of this phenomenon.

<https://www.lastminute.com/holidays/norway.html>

4. Germany

There is more to Germany than Oktoberfest (although, we do certainly love that part about it). The Bavarian Alps, Heidelberg Palace and Neuschwanstein Castle are just some of our favourites. [Berlin](#) is also an absolute must at any time of the year, particularly in the warmer months when you can enjoy dining al fresco in beer gardens. For nature getaways, The Black Forest has some of the most stunning views in Europe. Titisee, Triberg Waterfalls and Feldberg's panoramic views are some of the highlights. Otherwise, there are some great beaches along the Baltic and North Sea – Rostock and Sylt are two of the best.

<https://www.lastminute.com/holidays/germany.html>

5. Slovenia

With over 250 waterfalls, 300 lakes and 10,000 caves, there are a lot of reasons to go to Slovenia. If you're more about gastronomy than nature, you can bet it's still worth a visit. Slovenia's foodie scene is booming, particularly in [Ljubljana](#), Bled and Istria. Wherever you choose to stay, we encourage you to try Štruklji (rolled dumplings), Potica (cake) and Kremšnita (more cake). Apparently, there is also one vineyard for every 70 people, in case you needed one more reason to go.

<https://www.lastminute.com/holidays/slovenia.html>

6. Cyprus

Legend has it that Cyprus is the birthplace of Aphrodite, and with all the beauty the country has to offer, we believe it. Alongside golden sand and turquoise waters, Cyprus promises up to 340 days of sunshine every year. For the perfect combination of culture and beach fun, head to [Paphos](#), which thanks to its ancient ruins, is a UNESCO World Heritage Site. Make sure you try the local food as well. With influences from Turkey, Greece and the Middle East, you can expect some real treats.

<https://www.lastminute.com/holidays/cyprus.html>

7. Denmark

If you're after Scandinavian charm, look no further than Denmark. [Copenhagen](#) is often described as one of the happiest, most liveable cities in the world and it's not hard to see why. Aside from the city's colourful, romantic waterfront and impressive landmarks, Copenhagen is committed to being green, with many well-kept parks and cycle routes. For this reason, it features at the top of our [eco-tourism ranking](#). Been to Copenhagen and want something new? Try [Aalborg](#), [Billund](#) or [Aarhus](#).

<https://www.lastminute.com/holidays/denmark>

8. United Kingdom

You don't need to leave the country to see beauty. Whether you're after the buzz of a city, the serenity of a beach or the charm of the countryside, the UK has it all. With 10 [national parks](#) across the country, you are spoiled for choice when it comes to stunning green spaces. You're even more spoiled if you want a [beach getaway](#) – there are over 750 beaches in the UK. What are you waiting for? Get the bucket and spade out.

<https://www.lastminute.com/holidays/staycation.html>

Ends

Notes to editors

About Im group

Im group is among the worldwide leaders in the online travel industry and operates a portfolio of well-known brands such as [lastminute.com](#), Volagratis, Rumbo, [weg.de](#), Bravofly, Jetcost and Hotelscan. The Group's mission is to be the most relevant and inspiring travel company, committed to enriching the lives of travellers. Every month, the Group touches 60 million users across all its websites and mobile apps (in 17 languages and 40 countries) that search for and book their travel and leisure experiences with us. More than 1,200 people enjoy working with us and contribute to

providing our audience with a comprehensive and inspiring offering of travel related products and services. lastminute.com N.V. is a publicly traded company listed under the ticker symbol LMN on SIX Swiss Exchange.

Here at lastminute.com, travel and leisure is what drives us. From hotels, city breaks and holidays to theatre, entertainment and spa days, we're specialists in creating amazing experiences and unforgettable memories. We're experts in brightening up online travel. And we're among the worldwide leaders in the field, helping customers each year to find their own perfect travel and leisure experiences.