



## **Europe set for “last-minute” holiday splash, as lastminute.com reports up to 150% rise in search, days before quarantine is rumoured to lift**

- *Holiday search traffic peaks just days before Foreign office lifts UK quarantine measures*
- *Over 150% rise in searches to Spain and Greece between first and final weeks of June*
- *Just 4% drop in overall bookings in June 2020, compared to in June 2019 - but more widespread*

**London, July 3rd 2020:** European countries, including France, Germany, Spain, Greece and Italy could enjoy a last-minute cash injection from international tourism, as holiday giant lastminute.com reports as much as a 150% increase in summer holiday searches in the last week of June – just days before the government is set to lift the ban on non-essential travel.

Despite the quarantine measures for incoming travellers to the UK, the percentage of holiday bookings made in June on lastminute.com has dropped by just 4% overall since June 2019, as restless consumers – initially enthused by the possibility of “air-bridges” – seek to escape lockdown.

The online travel agent has reported an enormous uptick in international holiday searches from more adventurous travellers throughout the month, peaking in the past week. Spain and Greece experienced a 146% and 149% rise between the first and final weeks of June, with France and Italy experiencing a 138% and 75% rise, respectively.

### **INFOGRAPHIC**

The UK is also set to enjoy a boost in local tourism, says lastminute.com, as some travel-conscious Brits opt to take “staycations” instead.

“With social distancing measures in the UK relaxing, we’re seeing more activity in the city break category at home which could make up the shortfall of international tourists - especially in cities like London and Edinburgh who usually host millions of overseas visitors per annum,” Lastminute.com MD, Andrea Bertoli said.

“But our search data shows that international sun and beach holidays remain popular - so, as soon as the go-ahead is given, we can expect lookers to turn to bookers, as people head back to the likes of Majorca, Benidorm and the Costa Del Sol for their traditional summer breaks.”

Winter sun holidays could also enjoy a boost this year, with lastminute.com bookings for January and February breaks seeing a bigger share than what is normally expected for June, suggesting some customers are taking a ‘wait and see’ approach – choosing to suspend, rather than cancel, summer holidays.

LM Group CEO, Marco Corradino, said: “Europe usually generates £300bn a year from international tourism, so the ban on international travel has come as a huge blow to their economies, as well as our own. So to see such a huge rise in bookings in the past week is



fantastic, as an influx of tourists from July will bring with it a much needed cash injection, and also help to ensure the long term survival of holiday resorts across the continent. “

**Ends**

## **Notes to editors**

### **Lastminute.com group**

[lastminute.com group](#) is among the worldwide leaders in the online travel industry and operates a portfolio of well-known brands such as lastminute.com, [Bravofly](#), [Rumbo](#), [Volagratis](#), [Jetcost](#) and [Hotelscan](#). Every month, the Group reaches across its websites and mobile apps (in 17 languages and 40 countries) 43 million unique visitors per month that search for and book their travel and leisure experiences. The mission of the Group is to be the relevant and most inspiring travel company, committed to enriching the lives of travellers offering support and services whenever need it. 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.