



Brits plan a mass staycation exodus, once restrictions are eased

Data released by lastminute.com, in June, shows a 45% week on week increase in UK hotel bookings

As the prospect of international travel takes a back seat from Monday, with the new fourteen day quarantine rule applied to incoming arrivals, lastminute.com reports a strong rise in domestic accommodation bookings from July, with the majority of the nation hoping restrictions will be eased and travel within the British Isles, a possibility.

Over the past 11 weeks, we have learnt the art of being creative and lastminute.com asks you to take that one step further this summer, and staycation in places that remind us of past holidays. The warm salty air of southern Spain, the sweet smelling lavender fields of the South of France, perhaps the brisk, fresh air of summer in the Alps or the numerous rooftop bars and restaurants of Europe's most cosmopolitan cities, the UK can offer you all these experiences and more!

Data reported by lastminute.com is promising news for what is on the horizon for the British economy, and in particular the British hospitality sector in mid-late summer and into Autumn. **The hotel trend shows a 45% week on week increase for the UK, and in particular for London (+140% compared to last week), Manchester (+300%), Blackpool (+200%) and Bristol (+200%).** Similarly, in a survey commissioned by lastminute.com, it is reported that **33% of Brits intend to stay in the UK this summer** and enjoy all that our country has to offer, from the beaches to the lakes, the mountains, highlands and dales, to the quaint villages and bustling cities.

As the 'Great British Staycation 2020' gets set to take off, lastminute.com has compiled a round up of their [favourite UK destinations](#), which will remind us of European holidays past.

Norfolk is home to the oldest lavender fields in the UK and boasts 100 acres of rows and rows of this beautiful shrub. Transport yourself to Provence, by sipping on a glass of crisp rose wine as you watch the sea of lilac, violet, mauve and deep purple buds sway in the afternoon sun, before taking a walk along the sweeping North Norfolk beaches and indulging in fresh caught fish.

SPECIAL OFFER

Norfolk, Great Yarmouth

4* BB Imperial Hotel

Travel in September

£89 per room per night

Free cancellation

As far as city breaks go, **London** has it all - historical charm, culture, diversity, architecture. You can find any cuisine you fancy, and soak up the sun from one of the rooftop bars with a cocktail in hand. Until it's safe to travel to cosmopolitan hotspots in Europe such as Paris, Barcelona and Milan, why not explore your own capital city?

SPECIAL OFFER

4* RO Leonardo Royal London City

Travel in September

£99 per room per night

Free cancellation

Who needs the Italian lakes, when you have so many right on your doorstep. **The Lake District** offers one of the UK's most beautiful locations and an abundance of water sports and lakeside 'beach' spots to enjoy a picnic, makes this an obvious choice this summer. A fantastic range of accommodation options to cater for all budgets, amazing outdoor pursuits, and both rustic and gourmet eateries in abundance. And the scenery is breathtakingly beautiful!

SPECIAL OFFER

Lake District, Ambleside

4* BB Rickerby Grange

Travel in September

£89 per room per night

Free cancellation

Maybe you're an adventurous spirit, and usually summer in the Alps for active summer breaks. 2020 is the year you need to try one of our own great National Parks - the **Cairngorms** in the Scottish Highlands, or perhaps the **Yorkshire Dales**. An abundance of activities from hiking to biking to kayaking and rock climbing will keep you on your toes.

SPECIAL OFFER

Yorkshire Dales, Pately Bridge

4* BB Lyndale Guest House

Travel in September

£99 per room per night

Free cancellation

SPECIAL OFFER

The Cairngorms, Grantown-on-Spey

4* BB Haus Alba

Travel in September

£79 per room per night

Free cancellation