

All Data presented for bookings and searches made in March 2021

UK : Booking and Search trends

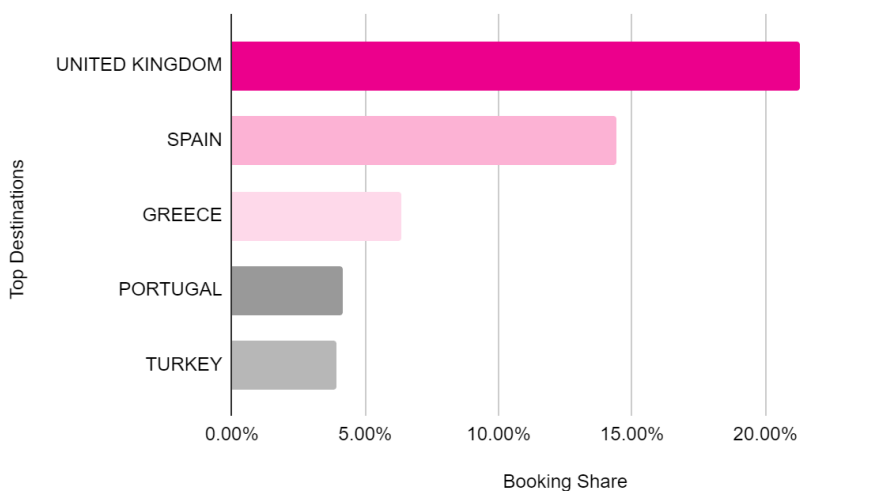


Although currently travel is only possible for essential reasons in the UK and abroad, our data shows some movements in the bookings.

It is no surprise to see domestic destinations being booked the most during the month of March, with London, Manchester and Edinburgh being the top destinations booked.

However Spain seems to be in pole position as a destination that could grow, with Barcelona's beaches and city life making it the top destination booked in March.

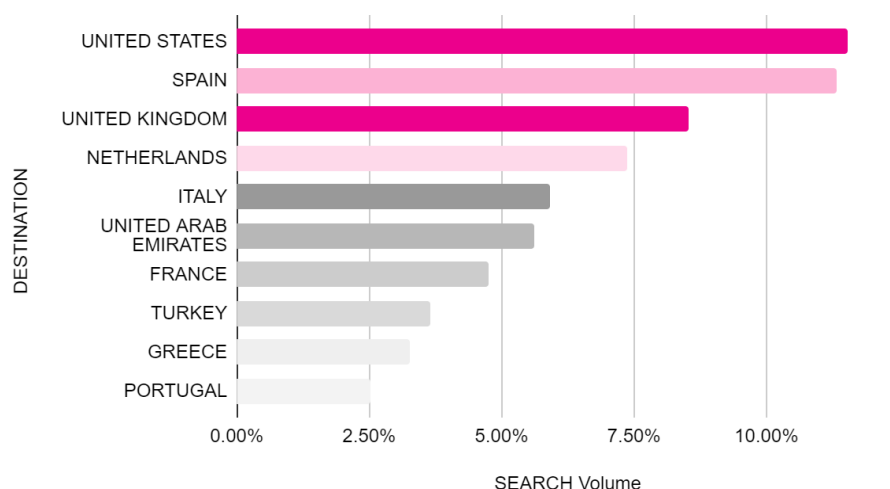
Booking Share per Destination (March 2021)



The Search volume provides us with a view of what Brits are looking for in their travel preparations, before booking at the lastminute.com

Despite the different announcements from the government (green passports and Traffic light system) we can see that the hunger for overseas travel is still very much present, with searches for the US outstripping everything.

SEARCH Volume March 2021



We believe this is because the US was rumoured to be on the green list and we see people trying to get ahead of the game by looking for deals once the travel corridor is open.

Our love for Spain remains undiminished and it remains our usual destination for the summer, with Brits only waiting for that all important green light to book their travel. As per the 2020 trend, customers prepare in advance, search for deals and destinations and once the situation permits, they are ready to book immediately.

UK : Top 10 cities booked in March 2021

Domestic	International	TOP Country (ES)
LONDON	AMSTERDAM	BARCELONA
MANCHESTER	DUBLIN	BENIDORM
EDINBURGH	BARCELONA	MAGALUF
BRIGHTON	DUBAI	LANZAROTE (PLAYA BLANCA)
LIVERPOOL	ROME	TENERIFE (COSTA ADEJE)
BIRMINGHAM	PARIS	BALEARIC ISLANDS (SANT ANTONI DE PORTMANY)
GLASGOW	PRAGUE	TENERIFE (PLAYA DE LAS AMÉRICAS)
BOURNEMOUTH	ISTANBUL	LANZAROTE (PUERTO DEL CARMEN)
BRISTOL	BENIDORM	MARBELLA
YORK	BUDAPEST	MADRID