

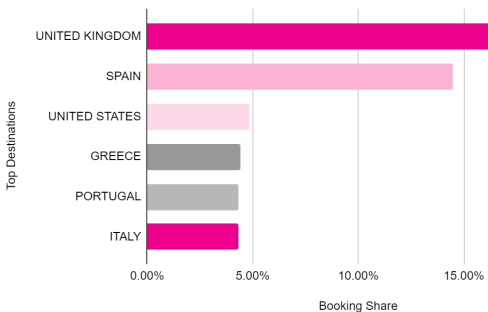


## UK: Booking and Search Trends

With international travel expected to resume next month, there are clear signs of wanderlust in the market. As restrictions ease, Brits are raring to go on holiday...

## Staycation: a growing trend

Booking Share per Destination (April 2021)



Although it is difficult to compare, it appears that the desire to travel in 2021 is greater than in 2020. Even with restrictions, we have seen a +140% growth in bookings compared to last year.

This month we can see that ‘staycation’ and ‘Spain’ are the key travel trends for Brits. The Spanish islands are of particular interest, with the Canaries and Balearics taking 5 spots in the top 10 most booked destinations in Spain. Dubai is currently the number one international destination for our customers and New York has made it into the top ten (7) this month following positive noises about UK-USA travel this summer.

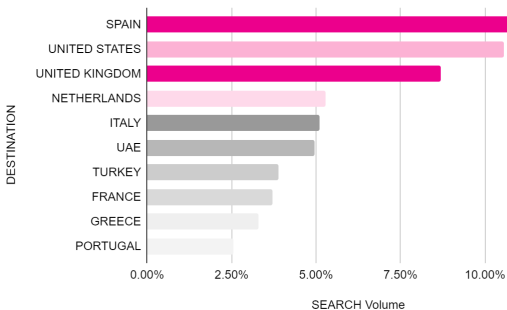
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We’ve repeatedly said we’re looking for a stable summer of travel news because we think it’s going to be a case of “I’m a holidaymaker - get me out of here”

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## Appetite for international travel

SEARCH Volume April 2021



Search volume for Spain increased in the month of April and left the searches for the USA in 2nd place.

The announcement that the Spanish islands might be included in the green list, alongside the news that the Spanish government is getting ready to welcome tourists, is part of the reason behind the increase in searches for Spain in April.

## UK: Top 10 cities booked in April 2021

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

**Domestic travel:** Glasgow and York have gone up in the ranking for top booked cities whereas Birmingham and Bournemouth have lost their position.

**International travel:** This month, New York is included in the top 10 most booked international destinations. Dubai takes the top position with Istanbul also rising in the rankings.

**Top booked country:** The Spanish islands share the top 10 destinations with popular spots for Brits, like Barcelona, Benidorm or Magaluf.