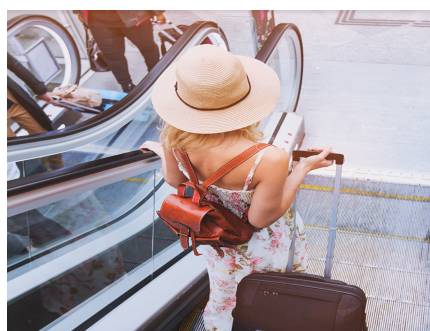
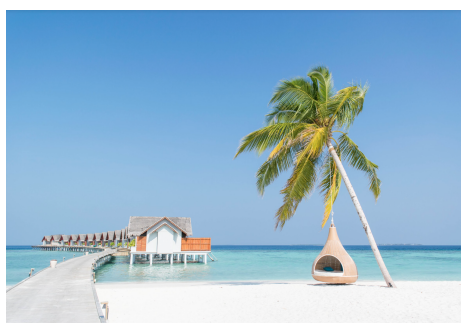


lastminute.com highlights 'How to save' on 2023 travel

Despite recent headlines, lastminute.com has seen a higher spend and longer trips for 2022 bookings vs 2019

Nearly 70% of bookers for 2023 have chosen to use deferred payment plans



NOVEMBER 2022: Europe's travel/tech leader lastminute.com is sharing the best value holiday destinations for 2023, highlighting how British travellers don't have to break the bank to enjoy travel next year.

Amidst headlines on rising household bills and increased food prices, lastminute.com recently launched a '[Small budget, big holidays](#)' web page, which offers breaks for under £500 so that consumers can still enjoy their favourite destinations, as well as exploring new places in 2023.

Despite recent NielsenIQ data highlighting that 76% of consumers expect to be moderately or severely affected by the cost-of-living crisis, lastminute.com has seen a higher spend and longer holidays from UK consumers in 2022 so far, suggesting that travel is an expenditure that many aren't willing to sacrifice.

For 2023 city break bookings, longer stay (4-7 nights) share is at 40% vs 31% in 2019, whereas historically 3-night stays have been most popular. For Sun & Beach bookings, seven nights continues to be the largest cluster, but 8+ night stays have increased in terms of share by 11% for 2023 vs 2019.

The rising cost of living has seemingly had an impact in terms of how and when consumers pay for their holiday, with more looking to spread out costs over a longer period: 68% of forward bookings for 2023 have chosen a deferred payment plan.

HOW TO SAVE

KEEPIN' UP WITH THE CROWD: SUN, SEA & SAND SAVER

Spain remains the top destination for Brits looking for easy sun and beach breaks.

- **COSTA BLANCA:** [7-nights including flights and breakfast](#) at the Sol Pelican Ocas from £509pp for June, so sunny escapes don't have to break the bank even in peak season.

The Greek and Turkish coasts gained popularity during summer 2022, and this demand looks set to continue during 2023 booking trends.

- **RHODES and KOS:** These beautiful islands have seen an uplift of 91% and 95% respectively in 2022 vs 2019, with breaks here available at just £679 in June for [7-nights at the 5* Rhodes Bay Hotel & Spa including flights and breakfast](#).

CITY BREAKS: lastminute.com is also seeing the popularity of Italy rise for city breaks, overtaking the Netherlands and Spain, and travellers can enjoy the sights of

- **ROME:** This Italian gem can be discovered in style for £289pp for [3-nights at the 4* Royal Court Hotel, hotel and flights](#), in June.

INSTAGRAM ENVY PENDING - LONG HAUL + 'LUXURY FOR LESS' SAVER

As the market bounces back from two years of disruption, many are looking to enjoy their savings to ticket off the bucket-list destinations. Compared to 2019, long haul destinations climbed up the ranking in 2022: Maldives (+285%), Mexico (+100%), Mauritius (+76%), and Dominican Republic (69%). lastminute.com however, offers 'luxury' locations for less than you might expect:

- **MALDIVES:** 7-nights in an [over-water 5* villa at the Sun Island Resort & Spa, including flights](#) and half board for just £1,929pp departing on 10th January

A HOLIDAY WON'T END UP UNDER YOUR BED! CHRISTMAS STOCKING SAVER

The average person was expected to spend £1,108 during the festive season in 2021, according to YouGov. Alternatively, the average spend on a lastminute.com holiday booking in December 2021 was £1,130, meaning that a family break or a trip away with friends, could be a way to offer an experience for all to enjoy, over items that might end up under the bed!

- **MEXICO:** For example, an [all-inclusive 7-night trip to Mexico](#) in January at the 4* El Cid La Ceiba in Cozumel starts from just £1,079pp.
- **TENERIFE:** a [7-nights at the 4* Sol Tenerife with flights and breakfast included](#) in December starting at £299pp.

TASTES TOO GOOD TO BE TRUE: FOODIE SAVER

With recent reports on the cost of food in the UK having risen by more than 10% in the past year, some may feel like eating out feels like an extravagance where they need to also hold back on holiday. According to research by the Royal Mail, Athens, Lisbon, Budapest, Barcelona and Madrid offer the lowest price meals in Europe.

- **LISBON:** For a quick and easy break, there's [3-night Lisbon breaks](#) with lastminute.com from less than £200pp.
- **BALI:** Bali is another location that offers great value on food and beverage. For complete escapism, bookers can enjoy [5* luxury at the Kuta Beach Heritage Hotel, with a 14-night package](#) starting from £1,359pp.

All-inclusive accommodation can also offer travellers the opportunity to keep a tighter rein on their holiday spending when it comes to food and drink. In 2022, lastminute.com has seen an increase in all-inclusive bookings, which already account for a third (32%) of 2023 sales for sun & beach destinations.

A BED THAT WON'T COST YOU AN ARM AND A LEG: HOTEL SAVER

lastminute.com's analysis shows the top destinations with the lowest 'cost per night' hotels: Krakow, Prague, Agadir, Istanbul and Dalaman.

- **POLAND:** Known as a great value city break, [3-night package stays in Krakow](#) start from less than £200pp
- **ISTANBUL:** For those looking to lap up Turkish culture, a [4-night stay in the 4* Pell Palace Hotel & Spa with flights and breakfast included](#) in June starting at just £289pp.

EARLY BIRDS DO CATCH THE WORM: FLIGHT SAVER

Good news for travellers who can be flexible on flight times; it could translate to holiday savings. Recent research by lastminute.com into flight costs per passenger highlighted that afternoon flights for city breaks are on average cheaper.

In contrast, for Sun & Beach destinations, flights departing from 5-7am were on average 10% cheaper than those departing between 12-5pm.

ENDS

Imagery available to download through [this link](#).

For all UK media relations enquiries, contact Zoe, Harriet, Ellie + Amelia at lastminute@sunnysideupcomms.co.uk

NOTES TO EDITORS

**Our Dynamic Package technology: availability and pricing for both flights and accommodation is dynamic and subject to changes at any time. The inventory is made available to us by the airlines and our providers on the selected flights and accommodation at the time the customer is completing the booking request.*