

The Brits are coronating Spring getaways

59% of travellers in May have opted for city break destinations, compared to the sun & beach preferences in April

With frost still on the ground at the beginning of April, it was no surprise to see a huge takeoff in Sun & Beach destinations during Easter holidays, with Ibiza and Cyprus at the top thanks to some cracking deals and even better weather. Good news for the Turkish Riviera which came back to the top destinations after much suffering from the terrible earthquakes - Antalya and Dalaman proved popular for budget-savvy trippers.

The Easter long weekend has definitely put the Brits in the mood for more travel in May. Early May and coronation weekends are proving to be the opportunity to start tasting warmer temperatures while the summer crowds are still weeks away. With spring blossoms bursting into colour, 59% of travellers in May have opted for city break destinations, compared to the sun & beach preferences in April.

Leading the way is Barcelona (City/Beach) tempting sunshine hungry travellers and spoiling culture lovers, followed by countries' capitals Amsterdam, Paris, and Rome. Krakow and Dublin are also surprising editions within the top ten, propelled by lower price points.

The average length of stay is 4.3 nights per booking, slightly longer than the average over April and May travels.

The newest travel trend is deposits. For longer trips, more are looking to spread out costs over a longer period. Nearly 50% of our customers are reserving with a deposit or taking advantage of paying in instalments.

ENDS

For all UK media relations enquiries, contact Zoe, Harriet + Amelia at

lastminute@sunnysideupcomms.co.uk