Staycation Boom for John Fowler Holidays

Monday 8 February, 2021

With ever changing overseas travel restrictions there has been a surge in demand for UK Holidays or ‘Staycations’. Savvy holidaymakers have already booked their UK Holiday with July and August breaks being the most popular as people are optimistic for the Summer months. Many holidaymakers are swapping their foreign holidays to explore the best of what Britain has to offer.

At John Fowler Holidays it is no different. In the past 28 days they have seen a huge spike in interest for UK Holidays. The most popular search is for holidays in Cornwall where they have recorded a 79% increase in interest, particularly from guests looking specifically at Caravan Holidays in Cornwall. The two Cornish destinations they are seeing the biggest growth in search volumes are St Ives and Bude.

St Ives Holiday Village has always been one of their most popular holiday parks and indeed is a hot spot for UK holidays. Almost a quarter of a million people take their holidays in St Ives every year and, with the white sandy beaches and meandering streets dotted with an abundance of independent shops, cafes, studios and galleries, it is easy to see why.

They have seen a 67% year on year increase in searches for holidays in Bude. Located on the rugged North Cornwall coast and famed for its long expanses of sandy beaches, excellent surfing conditions, rugged coastal walks and calm sea pool and canal, Bude has regularly scooped gold and silver awards for the Best UK Seaside town at the British Travel Awards. Their Widemouth Bay Caravan Park is attracting a lot of interest at the moment as it appeals to customers looking for a traditional caravan holiday alongside people looking for a glamping or camping holiday to Cornwall.

Holidays to Devon are also seeing more search traffic with a 64% uplift. Brixham is their most popular destination in Devon and is firmly routed in the top four customer choice. One of the busiest fishing ports in the UK, Brixham serves up some excellent fish dishes in the many harbourside restaurants. However it’s not all about the catch of the day as the town also boasts some excellent galleries and museums and in with easy reach of spectacular walks and Nature Reserves.

Sales Director, Cathie Higgs, commented: “*2020 saw one the busiest Summers on record for us as the UK public were released from lockdown one, and, while UK travel is still banned at the moment, Boris Johnson’s ‘optimism for Summer Holidays’ is sending bookings for the main six week school holidays through the roof. Many of our most popular accommodations are already sold out and we would urge anyone who wants to secure a UK break this Summer to book early as it is unlikely there will be any last minute availability this year.*”

Following closely behind Cornwall and Devon in terms of growth in online interest are their holiday parks in Somerset and Wales. Somerset holidays have doubled in terms of demand while bookings for their holiday park in Wales are 60% up year on year.

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