

STAYCATIONS. THE “GO TO” HOLIDAYS

As our infographic below shows, staycations are becoming the ‘go to’ holiday for a lot of people.



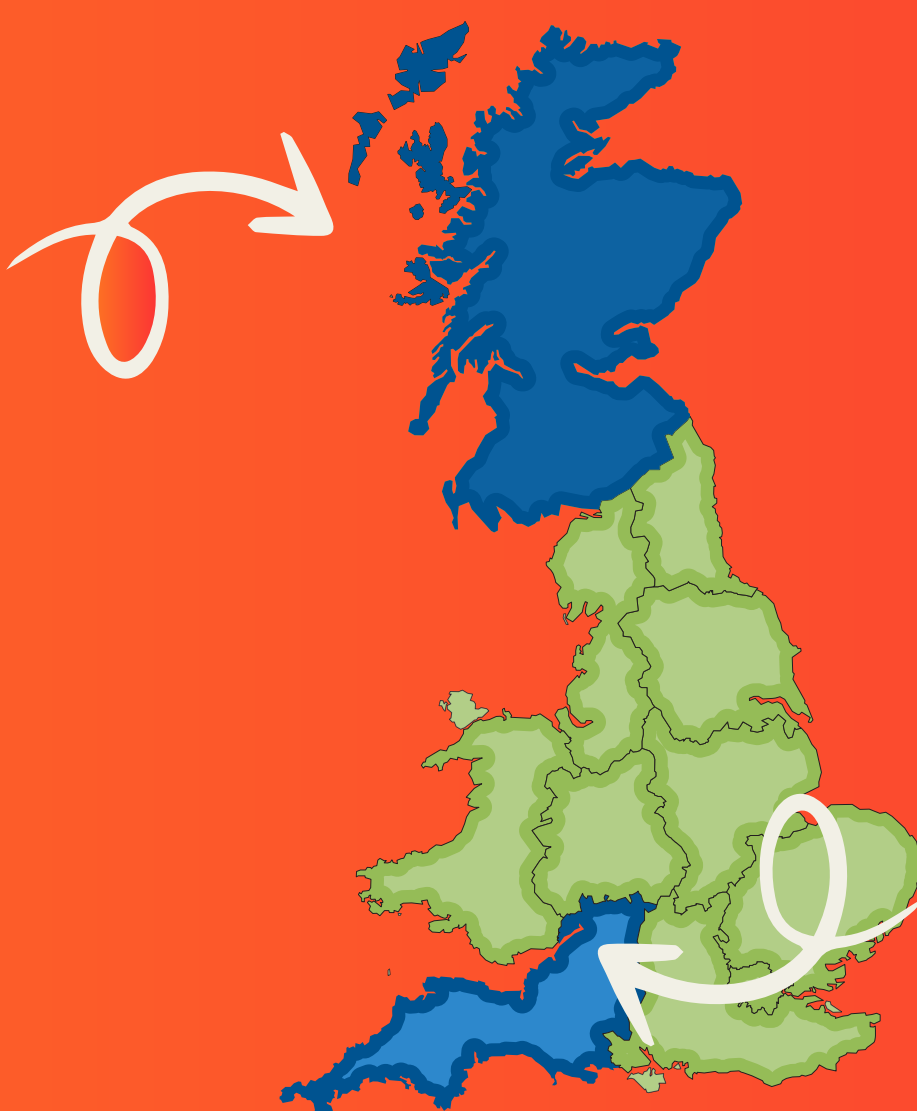
+50%

In 2023, the number of people taking staycations in the UK increased by 50% compared to 2022.

There’s a big shift towards domestic travel, with 76% of UK residents liking to take at least one staycation per year.

11%

Scotland stands out as being a popular staycation spot, with 11% of people saying that they intended to visit the region.



16%

The South West is the most popular region for staycations in the UK, with 16% of people choosing it as their staycation destination of choice.



When it comes to staycations, 60% of people opt for holiday lodges or cottages for a ‘home away from home’ experience.



68%

For 68% of staycationers, their favourite activities include hiking, trips to the beach, and exploring national parks.