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(<https://www.tarquinjones.com/wp-content/uploads/2019/06/staycation.jpg>)

The Rise of the Staycation

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Long Live the British Holiday (<https://www.tarquinjones.com/holiday-lodge/>)

Ayia Napa or Robin Hood's Bay this summer?





Aiya Napa

As the temperatures rise in the run-up to summer's arrival, the annual summer holiday planning for many a Brit is taking place. The regular beach destinations including Mykonos (Greece), Lanzarote (Canary Islands), Menorca (Spain) and Algarve (Portugal) have long been favoured for their serene ambience, cultural atmosphere and performance as an escape from the grind of daily life. The beauty of Cornwall's Tolland Bay and Wales' Llanddwyn Island, has worn away the allure of Europe, in favour of a staycation. At the same time, those of us who prefer skiing on Christmas Eve, to relaxing at home, are trading La Plagne and Livigno for Glenshee and Manchester (<https://www.chillfactor.com/>). Data from the Great British Staycation, revealed that in 2018, 52% of 25-34-year olds took holidays within the UK for tourist attractions and financial benefits.





Robin Hood's Bay

With the looming presence of Brexit (<https://www.tarquinjones.com/spite-brexit-uk-property-remains-profitable-investment/>), the magnetism of British soil is leading many holiday goers to forfeit the passport stamps in favour of domestic tourism. With the decline of the pound's value on the global market and the impending costs of VISAs to travel within Europe, the UK has become a holiday hotspot (<https://www.tarquinjones.com/property-investment-hotspots-manchester/>). Tourism and marketing expert Dr Sheila Malone of Lancaster University said there had been a noticeable movement in trends following the Brexit referendum. She told Sky News: "That seemed to trigger a different kind of consumer sentiment in terms of spending – a little bit more cautious, looking for a bit more security in how they (British holidaymakers) are spending their money."

What does this mean for the tourism (<https://www.tarquinjones.com/schools-tourisms-in/>) industry?

Trafford Hall Hotel, Manchester

The increase in domestic travel over overseas trips, while initially was driven by the rising costs, has become a trend, holiday goers and travellers desiring multiple short breaks throughout a year, no necessity for travel insurance, last minute holidays and reasonably priced packages. Additionally, as the pound has weakened international tourism has increased, making the UK a hotspot (<https://www.tarquinjones.com/student-property/>) travel destination both nationally and across the globe. Locations such as Manchester (<https://www.tarquinjones.com/investments/trafford-hall-hotel-manchester/>) draw consumers from all walk of life including sport and theatre.

Hotel Property

The rise in staycations stands to benefit the UK tourism industry, expected to be worth £257 billion by 2025. The hotel (<https://www.tarquinjones.com/hotel-property/>) industry reached a total turnover of £98bn in 2017 proves the demand for quality hotels (<https://www.tarquinjones.com/hotel-property/>) in the UK is higher than ever before.

Epic Hotel, Liverpool

Most popular in London & Blackpool (<https://www.tarquinjones.com/investments/st-camillus-no7-blackpool/>), Hotel Property (<https://www.tarquinjones.com/hotel-property/>) is a smart method of property investment, given the lower entry cost compared to residential property (<https://www.tarquinjones.com/residential-property/>) and student property (<https://www.tarquinjones.com/student-property/>). It's an ideal method to invest in the British economy and support an industry with rapid growth. As a hands-off management investment, the hotel property is a passive income and as most investment deals offer to buy back in year 5, it's an intelligent short-term investment.

Interested in hotel properties (https://www.tarquinjones.com/investments_all/)? Email us at info@tarquinjones.com

