

BRITS TAKE OFF FOR ISLAND LIFE THIS SUMMER HOLIDAY SEASON

- Balearics is the number one island of choice with one in six holidaymakers booking Majorca
- Bookings to Turkey have dramatically dropped off
- Advantage Travel Partnership is the UK's largest independent travel agent group

London, UK – 19 June 2017: Brits are choosing island life for their summer holidays with the Balearics taking the top spot this year. One in six travel agents have picked out Majorca as their customers' favourite destination of choice. The Greek islands and the Canaries were the next two most popular, as reported by the largest consortium of UK travel agents, Advantage Travel Partnership. The survey findings represent 2017 summer holiday bookings from one in five of Advantage's members.

Destinations less popular with British tourists this summer include Turkey where bookings have dramatically dropped off, however it is predicted that late deal bookings will significantly increase bookings to the region. Turkey has traditionally been a British favourite, but terrorism, political upheaval and the neighbouring war in Syria is clearly having an impact.

Mainland Spain remains a red-hot country for holidaymakers with 71 per cent of travel agents reporting bookings there. Many are choosing to visit traditional favourites including Benidorm on the Costa Blanca and Torremolinos on the Costa del Sol.

Comparisons across the United Kingdom show that those living in the South East tend to be the biggest spenders with an average 14-day holiday costing £4,053.

Scots are choosing to travel further than other Brits with Scottish travel agents reporting spikes in bookings to Australia and Florida. Whilst West Midlander's are opting for a city break with New York seeing the highest growth summer holiday destination. The rest of the United Kingdom are sticking closer to home by travelling to countries within a five-hour flight time with holidays to Italy and Croatia also in demand this summer.

Overall a family holiday remains popular, representing many summer holiday bookings. Holiday reservations for mature couples is an area of growth identified in Yorkshire & Humber, South West and the North East.

For those living in the South East an average holiday is 14-days compared to East Midlands, North East and Northern Ireland holidaymakers taking just 7-days. Sightseeing and the resort remain the top deciding factors for travellers across the United Kingdom.

Top 3 quirkiest requests by customers include:

- Asking the airline not to serve alcohol to her father-in-law on board the flight
- A holiday to Chernobyl
- A hotel room that accepts hamsters

Advantage Travel Partnership (www.advantagemembers.com).

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For further information about Advantage Travel Partnership please contact Lauren Williams (lauren.williams@brightergroup.com) or Katherine Lawrey (katherine.lawrey@brightergroup.com), +44 (0) 20 7 326 9880

Note to editors: Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £3.6bn of travel sales each year, making members experts in every aspect of the travel industry.