



## Britain's 'Tinsel Towns' Revealed:

### Ho-ho-holidaymakers set to arrive in UK's most popular festive places

For a Christmas that's merry and bright, holidaymakers from the UK and beyond are set to flock to the UK's most festive towns over the next fortnight, with the majority heading to Cumbria.

Many of the UK's leading holiday rental companies, including cottages.com, English Country Cottages and Welcome Cottages, have revealed the most popular places for a getaway over the Christmas and New Year period based on volume of bookings\*.

Cumbria tops the list as home to four out of the top five towns for a festive season break, including Keswick, Ambleside, Windermere, Troutbeck Bridge and Bowness-on-Windermere. Whitby in North Yorkshire, Happisburgh in Norfolk, and Matlock in Derbyshire are also strong contenders for the title of most festive town.

#### The Top 10 UK Towns for Christmas and New Year Break According to Latest Booking Figures:

1. Keswick, Cumbria
2. Ambleside, Cumbria
3. Whitby, North Yorkshire
4. Windermere and Troutbeck Bridge, Cumbria
5. Bowness-on-Windermere, Cumbria
6. Happisburgh, Norfolk
7. Matlock, Derbyshire
8. Bakewell, Derbyshire
9. Beadnell, Northumberland
10. Hawes, North Yorkshire

Holidaymakers seeking all the trimmings from their rental accommodation over the festive season are most likely to choose a property with a hot tub, with tubs achieving a 44 per cent higher occupancy rate than the national average. Properties decorated with a Christmas tree are attracting 12 per cent higher occupancy rates.

Large properties for celebrations with groups of friends and family are also proving incredibly popular – with houses sleeping 12 people or more achieving 74% higher occupancy rates than the national average property, and the Luxury Collection and Quirky Collection, the latter home to an array of unique and unusual properties from lighthouses to railway carriages, are also achieving 33 per cent and 15 per cent higher occupancy rates respectively.

Tori Kirwan-Taylor at cottages.com added: "It's the most wonderful time of the year, and we wish all our customers, including those about to enjoy an exciting festive getaway, a very merry Christmas and a happy New Year. Whether celebrating the start of 2018 in style from the comfort of a bubbling hot tub, or unwrapping presents around a decorated Christmas tree, we're delighted to be helping so many holidaymakers to have their perfect seasonal stay this year."

For more information and to book, visit [www.cottages.com](http://www.cottages.com) or call 0345 498 6900.

**ENDS**

*\*Booking data compiled 7<sup>th</sup> December 2017 from cottages.com and its family of UK-based self-catering brands.*

## **Notes to Editors**

For more information, please contact the press team on [press@lucre.co.uk](mailto:press@lucre.co.uk) or call 0113 243 1117.

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