

# Dorset Preparing for Bumper Season

## *cottages.com reports bumper bookings for Dorset's hottest destinations*

Dorset looks set for a sensational summer, as figures from the UK's largest holiday cottage company, **cottages.com**, show an impressive 35% increase in bookings to the region year on year\*.

Some of the most popular destinations within Dorset have seen an uplift of over a third for 2017, proving the county is more popular than ever for holidaymakers around the UK. Experiencing an uplift of 37%, Blandford Forum has seen **cottages.com**'s highest uplift in bookings for arrivals this summer, followed by Bournemouth (+36%), Poole (+36%) and Chideock (+29%).

The region's many events and festivals could be to thank for the surge in holiday bookings, as the travel brand also revealed a 20% uplift in bookings for Bournemouth year on year during the week of Bournemouth Air Show (31<sup>st</sup> August – 3<sup>rd</sup> September 2017). Nearby Wimborne has also been a hit with holidaymakers having achieved an uplift of 22% during the same period.

Commenting on the impressive booking figures, Phillipa Kilby, Area Manager of Dorset at **cottages.com** commented: "It's great to see that more and more holidaymakers are visiting the region, and the positive effects that events such as the Bournemouth Air Show have on the region as a major draw for tourism."

"We're delighted to be working with so many property owners who are helping us welcome so many visitors to the area, and the continued popularity of the region presents a fantastic opportunity for local property owners that might be considering starting a holiday let."

Though the coastline offers a spectacular backdrop to such exciting events, the Dorset County Show in September celebrates the bustling agricultural and rural life of the county and also plays a major role in the local tourism economy. Phillipa and the **cottages.com** team will be meeting with property owners from across the county at the event, offering information and advice about letting a holiday property. Visit **cottages.com** at stand xxx, or alternatively, visit [www.cottages.com/let-your-property](http://www.cottages.com/let-your-property) or contact Phillipa on 07767 345 265 for expert advice.

**Ends**

\*Based on booking figures compiled by cottages.com 24<sup>th</sup> May 2017.

## Notes to Editors:

For more information, please contact [press@lucre.co.uk](mailto:press@lucre.co.uk) or speak to Bianca on 0113 243 1117.

### About cottages.com

**cottages.com** is the UK's largest cottage website with the biggest selection of properties across the UK, France, Ireland and Italy. **cottages.com** is part of Wyndham Vacation Rentals, the world's largest professionally managed holiday rental business providing access to more than 100,000 properties in over 600 unique destinations worldwide, and a member of the Wyndham Worldwide (NYSE: WYN) family of brands.

