

Strong season ahead for Isle of Wight tourism

Cottages.com reveals 20% boost in bookings for the region

With high season upon us, cottages.com has revealed that the Isle of Wight tourism industry is set for a sensational summer, with the region experiencing a 20% increase* in property bookings compared with the same busy peak period last year.

The popularity of the isle's sporting and music festivals, alongside the area's breath-taking beaches and fun-filled family attractions are undoubtedly boosting visitor numbers to the island.

Whilst the entire island has seen an increase in bookings, the seaside resort of Ventnor and the pretty village of Brighstone have seen the highest number of bookings so far this year, followed by the ever popular coastal villages of Freshwater and Shanklin.

So strong is the demand for rental properties on the Isle that cottages.com is focussed on encouraging more Isle of Wight holiday properties to join its portfolio, which has already grown by an impressive 10% for 2017.

Commenting on the bumper booking figures, Rob Clarke, cottages.com Business Development Manager for Isle of Wight said: "With its beautiful beaches, seaside towns and a whole host of other attractions it is no surprise that the Isle of Wight is a popular destination for holiday makers and we are experiencing a real increase in demand for holiday lets as a result.

"This presents a fantastic business opportunity for local property owners and we're encouraging anyone looking to start a successful holiday let to get in touch. Over the last five months we have seen many new holiday lets join our portfolio, with the highest number in the seaside resort of Shanklin, followed by Ryde, Seaview, Ventnor and Sandown. An array of new properties have also been recruited in Freshwater, Cowes and Bembridge."

cottages.com is the UK's largest holiday cottage company and is the market leader on the Isle of Wight. If you are considering letting out your property to holidaymakers and are looking for no-obligation, expert advice, Rob can be contacted on rob.clarke@cottages.com or by calling 07875 484784

Ends

*Based on booking figures compiled by cottages.com 24th May 2017.

Notes to Editors:

For more information, please contact press@lucre.co.uk or speak to Gemma or Eleanor 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.

