



23/
24

The BIG

Winter Sun Report







Contents

- 05 Foreword**
- 06 Turkey and Egypt take a bite out of the Canaries**
- 08 Antalya topples Tenerife**
- 09 Oooo you're cheap!**
- 10 Long haul boom**
- 11 The ultimate VIP perk**
- 12 Summary of prices at destinations**
- 13 Grandparents stay free**
- 14 Forget the King's speech – people are booking to go On the Beach**
- 15 Let Paddy see the beach**
- 16 Perks are BACK**
- 17 On the Beach crash the CHANEL party**
- 18 Ryanair victory**



Foreword



2023 has been one of our best yet and our team helped send more people on their jollies than ever before!

Despite a challenging year in terms of inflation, energy prices and customers potentially having less disposable income, winter holiday bookings overall are up 26% YOY.

In fact, it now seems as though holidays are becoming more important than ever before.

If the COVID pandemic taught us one thing, it's that time with family and friends is precious. Now it seems people are shunning the more materialistic things in life and are instead looking to enrich their lives with experiences such as holidays.

We've sent more families, couples and friends on holiday in 2023 than in previous years, as people look to spend their money on enjoying quality time together. Where better to do that than on holiday?

This winter, despite the Canaries taking the coveted number one spot for winter sun destinations, it's the rise of Turkey and Egypt which really catch the eye. Turkey and Egypt are becoming hotspots for British holidaymakers and it's no surprise to see why, with ever increasing flight options, stunning hotels with fantastic all-inclusive offerings and incredible all year-round weather.

This year we have launched holidays to New York for the first time ever and we've seen bookings to the big apple take off. It's just one of a number of long-haul destinations which is witnessing an increase in popularity. Vegas, Thailand and Dubai are also seeing more travellers visit every year as long-haul becomes more accessible.

Looking ahead to 2024, we want to send even more people away on their jollies. That's why, as the home of perks, we're bringing back free Lounge access and free Fast Track through airport security. Not to mention we also have some fantastic deals such as helping grandparents stay free of charge!

In 2024, we're all about booking like a genius so you can holiday like a fool and with Paddy McGuinness on board as our ambassador for 2024, we're sure he'll be helping us find the very best deals so you can match yourself to the perfect holiday.

Zoe Harris
Chief Customer Officer



Turkey and Egypt take a bite out of the Canaries



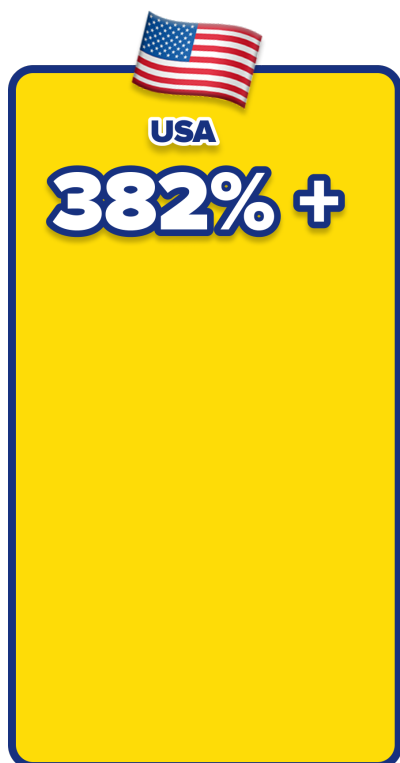
This year's top destinations illustrate a shift in winter holidays **for the first time in decades.**

Turkey and Egypt are rising up the ranks of the winter holiday hotspots, with almost double the number of winter sun seekers travelling to the two Middle Eastern countries for the 2023/24 winter holiday season compared to last year.

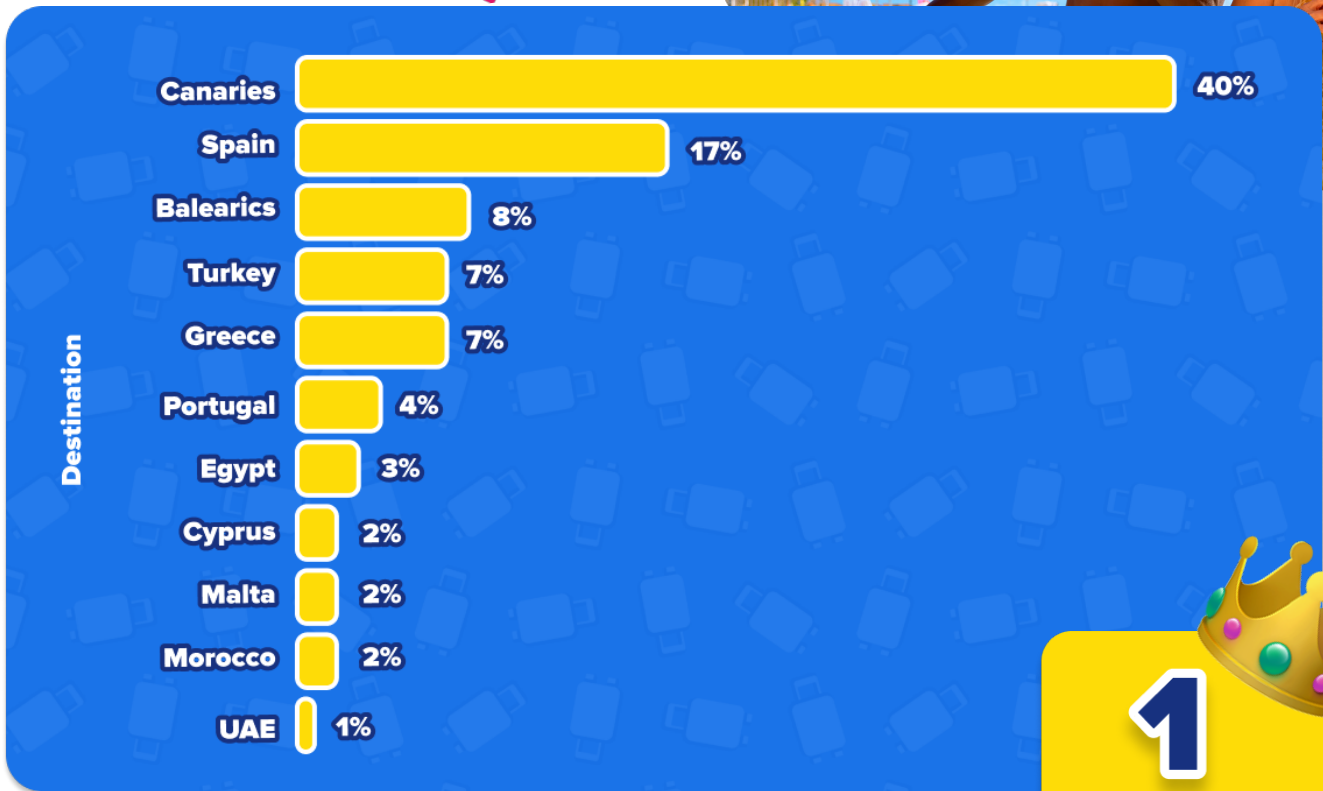
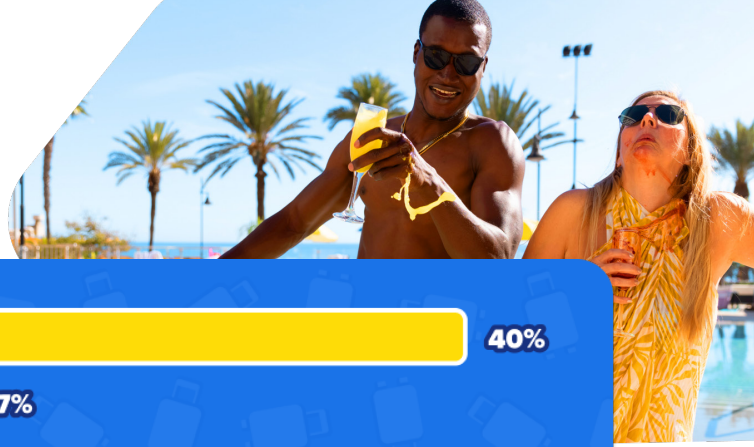
The number of **holidaymakers travelling to the Canaries, which is top of the tree every winter, has increased 15% YOY**, however the overall percentage share has dropped 8% YOY as these new destinations take a bite of the Canary pie.

It's not just Turkey and Egypt that are seeing a rise in winter holidays, the USA and UAE are also big draws now that long-haul holidays don't seem as long anymore. **Holidays to the USA and UAE have risen 382% and 66% YOY respectively.**

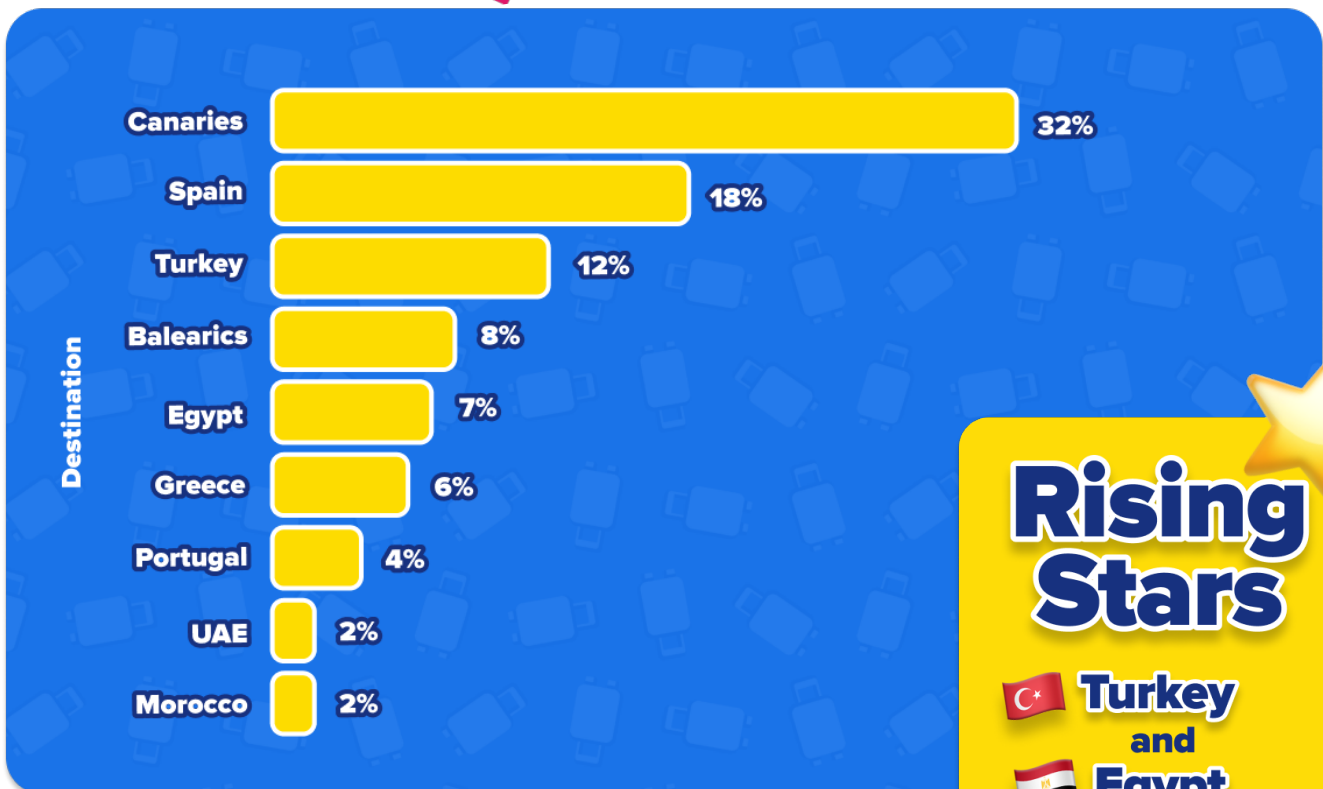
And the old favourite, the Spanish mainland, is back by popular demand with winter holidaymakers, **it sees a 46% increase in visitors this season.**



Top Destinations for Winter 2022/23



Top Destinations for Winter 2023/24



Antalya topples Tenerife

For the first time in decades there is a new top dog in town.

Despite the Canaries coming out overall as number one, it's made up of Tenerife, Fuerteventura, Lanzarote and Gran Canaria. Tenerife has always been the number one winter sun destination but now that has all changed.

Antalya in Turkey has toppled Tenerife and taken the number one spot when it comes to the most popular regions for this season's winter holidays.

11.9% of winter sun searchers travelled to Antalya, a growth of 33% YOY and despite Tenerife remaining a hotspot for winter holidaymakers, it has been pipped to the post by Turkey's top location.

Hurghada in Egypt is another region showing incredible growth, taking 5th spot on the list with a 53% increase in winter sun holidays YOY.

The other Egypt hotspot, **Sharm El Sheikh has jumped up 10 places from last year, becoming the 8th most popular region with an incredible 161% increase in holidaymakers YOY.**

On the Beach Expert View

It's finally happened, the trend we predicted last year, all hail Antalya, the new number one region for winter holidays. Holidays to Turkey and Egypt have been showing a consistent increase in visitors to each of the countries every year.

The main reasons for this are the increased number of flights to both destinations, the ever-improving all-inclusive offering of hotels and the incredible winter weather they can experience. This trend is set to continue and here at On the Beach, we wouldn't be surprised to see Hurghada and Sharm El Sheikh rise up the ranks to start challenging Antalya for the number one spot.

% of bookings against destination

*remaining 15% of bookings spread across other destinations

Antalya - Turkey	11.9%
Tenerife - Canaries	11.7%
Lanzarote - Canaries	8.0%
Costa Blanca - Spain	6.2%
Hurghada - Egypt	5.6%
Majorca - Balearics	5.0%
Costa Del Sol - Spain	4.2%
Sharm El Sheikh - Egypt	3.7%
Fuerteventura - Canaries	3.6%
Dalaman - Turkey	3.6%
Costa de Algarve - Portugal	3.5%
Gran Canaria - Canaries	3.0%
Costa Brava - Spain	2.8%
Dubai - UAE	2.8%
Rhodes - Greece	2.5%
Crete - Greece	2.1%
Marrakech - Morocco	1.7%
Corfu - Greece	1.3%
Malta - Malta	1.3%
Riviera Maya - Mexico	1.3%

Oooo you're cheap!

With the cost-of-living crisis taking hold, it's no surprise to see customers opting for all-inclusive winter holidays.

Despite the higher bills at home, Brits are still spending when it comes to holidays, they are just making sure they get more bang for their buck. In fact, **4 and 5 star bookings are up 31% and 28% respectively YOY.**

When it comes to price, here are the cheapest countries based on a seven-night, all-inclusive holiday, including flights.

Despite Portugal holding the number one spot in terms of cheapest countries, there is a clear winner when it comes to the cheapest destination.

Benidorm is back!

Average price of a seven-night, all-inclusive stay in Benidorm on the Costa Brava is £351 – and it gets better – this price is for a 4 or 5 star holiday! Meaning including all your flights, food and multiple cocktails, it's just £50 a day to stay in the sunshine.

The most expensive destination is **Mauritius coming in at an average price of £2,114 for a 4 or 5 star, seven-night, all-inclusive stay.** However, despite being the costliest, **the price of a holiday to Mauritius has actually come down 11% YOY.**

- 
- | | |
|------------------|-------|
| 1. Portugal | £ 394 |
| 2. Spain | £ 411 |
| 3. The Balearics | £ 423 |
| 4. Malta | £ 498 |
| 5. Tunisia | £ 523 |
| 6. Morocco | £ 533 |
| 7. Turkey | £ 637 |
| 8. Canaries | £ 646 |
| 9. Greece | £ 658 |
| 10. Egypt | £ 696 |

Long haul boom



Long haul holidays are more accessible than ever before and winter holiday sunseekers are travelling further than ever in search of sun.

Las Vegas, Dubai and Thailand have all seen a notable increase in travellers visiting this winter.

But there is also a new player to welcome to the long-haul favourites list. New York, New York!

Since launching in October, On the Beach has seen a steady month on month increase in holidaymakers travelling to the big apple.

Holidays to New York in December were up a staggering 200% compared to November.

On the Beach Expert View

Long haul holidays are now more accessible than ever before. There are more flights available and more hotel offerings, meaning prices have become much more competitive and affordable.

The average price of a seven-night stay in Tenerife this winter is £783, compared to just £1,116 for the same length stay in New York. It seems many are deciding to spend that little bit more for a different type of winter holiday.

The ultimate VIP perk

Holidays to New York launched with a bang this year. The home of holiday perks offered booking customers a once-in-a-lifetime experience, the ultimate VIP transfer.



Those who booked like a genius and selected a five-star holiday to the ‘Big Apple’ revelled in the ultimate, free VIP transfer experience – a helicopter transfer, provided by BLADE, from JFK or Newark Airport to Manhattan at NO extra cost.

Travellers took in the sights of Brooklyn, Queens, the Empire State, Chrysler building and Rockefeller Center before touching down in the city.

On the Beach has made this bucket-list destination more accessible than ever before by offering competitive price deals on flights and accommodation while also making this incredible free perk available.

This free transfer takes a mere four minutes and was the transfer of a lifetime.



TV legend Alison Hammond was the first to use the new On the Beach perk. She said:

“Oh my gosh! What a way to travel into New York and what a way to see the city as you arrive. It took just four minutes from the airport to the city, usually I’m stuck in Manhattan traffic for hours, talk about a perk, no one else offers this level of service!”

Watch this space for more exciting perks in 2024.

Summary of prices at destinations

No wonder holidays to Egypt are flying off the shelf...
It's the cheapest pint of all winter sun destinations!

**stops writing the Winter Sun Report and books
last minute holiday to Sharm El Sheikh.*



 Top Destinations	 Average Winter Temp in 2024	 Average Cost of a Pint	 Average Cost of an Ice Cream (small tub)	 Average Cost of a Mojito
--	---	--	--	--

Canaries	23°C	£2.58	£1.72	£6.00
Spain	18°C	£2.16	£1.29	£5.17
Turkey	20°C	£3.50	£2.59	£5.50
Balearics	15°C	£3.75	£2.00	£8.00
Egypt	20°C	£1.30	£1.50	£8.00
Portugal	18°C	£2.16	£1.72	£5.61
UAE	28°C	£11.00	£10.00	£12.00
Morocco	18°C	£1.50	£2.00	£5.00
Cyprus	17°C	£2.75	£3.00	£9.00
USA	24°C	£7.00	£3.00	£10.00

Grandparents stay free



A third (33%) of Grandparents have never been abroad according to new research, but we are giving them a chance to break their foreign holiday virginity.

With the world becoming more accessible than ever before, holidays abroad for Generation Alpha, Gen Z, Millennials and Gen X are something of a given.

However, new research has revealed that **approximately 4.5 million grandparents have never left the UK.**

The 'Grandparents Stay Free' package will allow two paying adults to take their grandparent to the luxurious Port River Hotel and Spa, in Antalya, Turkey, to stay for free.

On the Beach believe **everyone has a right to holiday** and so are helping those grandparents that have never left the UK, enjoy a once in a lifetime experience, for free.

In fact, Baby Boomer grandparents or Silent Generation grandparents, could quite possibly be **the last generations who will never step outside of the UK.**



"Holidays abroad are now a common occurrence for younger generations, with some going on more than one holiday a year. But there is a generation of people, mainly grandparents, who have never left the UK for warmer shores. We want to change that because we believe everyone has a right to a holiday, so we're giving families the chance to take their grandparents away for free and make memories to last a lifetime.

In the supposed 'golden age of travel' during the 1950's there were significantly less flights, it was more dangerous and there were only a small number of routes available at a very high cost per person. Now, there are thousands of holiday destinations and more than 650 flights leaving the UK every day. The 1950's wasn't the golden age of travel as it wasn't accessible to all. We are in the golden age of travel now and we're hoping our golden oldie grandparents get the chance to experience it."

Zoe Harris
Chief Customer Officer

The holiday to the Port River Hotel and Spa must be taken between 10th February 2024 and 17th February 2024 or 11th February 2024 and 18th February 2024 and must be booked between 1st January 2024 and 31st January 2024.

Forget the King's speech...



...people are booking to go **On the Beach**

6 million bored Brits tuned out from the King's Speech on Christmas Day in favour of booking a holiday.

In 2022, thousands opted to **switch off King Charles' first ever 3pm national address**, redirecting their attention to booking a package holiday and a similar trend followed this year.

Approximately **6,000 people** were actively searching for holidays on the On the Beach website while the King delivered his inaugural royal speech.

In fact, according to research, **1 in 10 Brits planned to book a holiday on Christmas Day**, meaning **6 million Brits** were looking for the best deals to escape the UK.

Interestingly in **2021, 3,000 people were searching for holidays** during Queen Elizabeth's Christmas Day speech, so since King Charles came to the throne, people searching for holidays during the famous 3pm royal speech has doubled.

Let Paddy see the beach

On the Beach is 'chuffed' to announce a new partnership with TV favourite, Paddy McGuinness.

The Bolton native's recognisable voice will deliver the holiday expert's TV and radio adverts throughout 2024.

Actor and TV host Paddy will also be the friendly bloke at the end of On the Beach's customer service line.

With his love of sunshine getaways and cheeky chappy approach to life, On the Beach think having the holiday-mad Dad of three on board is a match made in holiday heaven.



"Paddy has the perfect blend of cheekiness and infectious enthusiasm, making him the ideal On the Beach brand ambassador and that will dink dank do for us.

"He's a man of the people who loves getting into holiday mode, clowns around like nobody's watching and embraces everything a jolly has to offer.

"Yet, just like our customers, Paddy is smart when it comes to booking a holiday, knowing he can get more bang for his buck when he books with On the Beach. We're chuffed he's part of the team and can't wait for him to get his jolly on."

Zoe Harris
Chief Customer Officer

On the Beach's new ambassador and self-proclaimed holiday lover, Paddy McGuinness is on a mission to help Brits book like a genius and holiday like a fool.

The Manchester comedian's first task with On the Beach was to ensure that customers book like a genius and via his workings, Brits can take advantage of the 15-night holiday by following the below schedule:



Booking genius maths

March 23 - Weekend
March 24 - Weekend
March 25 - Annual Leave Day
March 26 - Annual Leave Day
March 27 - Annual Leave Day
March 28 - Annual Leave Day
March 29 - Good Friday
March 30 - Weekend
March 31 - Weekend

April 1 - Easter Monday
April 2 - Annual Leave Day
April 3 - Annual Leave Day
April 4 - Annual Leave Day
April 5 - Annual Leave Day
April 6 - Weekend
April 7 - Weekend

**8 days
annual leave =
15-night jolly!**

Perks are BACK

The home of holiday perks is officially perking hard through 2024.

The package holiday experts are **the only holiday provider to offer complimentary fast track through airport security ALL year round during 2024.**

Instead of lengthy, annoying queues, customers can breeze through security without the stress of waiting in line for what feels like a lifetime.

The VIP fast track treatment can be secured by booking any seven-night holiday for up to six travellers departing in 2024 and will automatically apply to all bookings made from 14 November 2023.

The perking doesn't stop there either, customers booking with On the Beach will also get **free airport lounge access** so they can have the perfect start to their jolly.

Holidaymakers booking for Summer 2024 will enjoy free lounge airport access on four- and five-star holidays departing from 1st May to 31st October 2024.



On the Beach crash the CHANEL party

In December, we crashed CHANEL's fashion show in Manchester with a cheeky ad van as celebs arrived for the highly anticipated event.



As Kristen Stewart and Hugh Grant arrived in Manchester's edgy Northern Quarter for the Metiers d'Art event, so did On the Beach's ad van.

Celeb spotters, CHANEL fans and attendees to the show looked on as the van beamed out its hilarious message.

The advert cheekily referred to the many markets in the popular holiday hotspot where you can buy fake designer bags such as CHANEL accessories.

It was also displayed on a large outdoor digital billboard on Oldham Street in Manchester along the route that many of the show's stars took to the event.



Ryanair victory



We did it!

In October 2023 after fighting a legal case with Ryanair for more than two years, the High Court ruled that Ryanair must pay us back

£2million

for flight refunds that we gave to our customers during the pandemic.



We'll always do what's right for our customers, which is why we provided full cash refunds for flights that were cancelled or had a major change throughout the pandemic - regardless of whether the airlines did what they were obliged to. Since this case, we've continued to provide cash refunds to our customers where Ryanair hasn't, and we will be pursuing them once again to recover this money.

Our ongoing calls to the CMA to review the anti-competitive behaviours from some of the low-cost airlines also continues this year. We want fair access to flights and a code of conduct for airlines and travel agents to work together so that choice is protected and consumers can continue to book ATOL-protected package holidays with whoever they want to.



**Now where did I put
that San Miguel?**

On the
Beach 