

On the  
Beach 

20  
24

The

BIG

Summer Sun  
Report





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# Foreword

On the Beach is pleased to share a summary of their second annual Summer Sun Report, which looks at this year's holiday trends.



Since package holidays began 75 years ago, one thing has remained a constant: the Canaries & Spain topping the table as most popular destinations for Brits. And it's been no different for us at On the Beach. Since our launch 20 years ago, every year without fail the Canaries and Spain have been our most popular destinations.

But this year, for the first time, Turkey has toppled the Canaries and Spain to reach the number one spot. It's officially the King of summer and the number one holiday hotspot for Brits. This shift marks a momentous moment, when Turkey finally takes its place at the top table of beach package holiday destinations.

It's really interesting to see other destinations climb up the rankings too. Egypt has continued its fantastic growth and Morocco makes an appearance in the top ten for the very first time. These shifts are significant, it shows that the once 'go to' destinations of Tenerife, Lanzarote and Benidorm, although still incredibly popular, are being joined at the top by the likes of Antalya, Hurghada and Dalaman.

This year, we've also seen a huge change in the number of last minute holidays booked. We saw a real surge this year, most likely impacted by inflation, the cost-of-living crisis and people holding out to the last minute to see if they could get a great deal.

In the past six months alone, we've offered our customers more perks than ever before to live up to our message of creating even 'jollier jollies': we've put an end to sunbed wars, given them free mobile data, given out free mobility scooter hire, done their laundry for them, given them a breakfast beer, and most importantly, given out thousands of free colour-safe kids swimwear.

Whilst giving all of these extra perks that make our customers smile, we're still getting them the best holidays in the best destinations at the very best prices.

It's been a summer of firsts, including one for us, entering into a partnership with Ryanair, that has improved the booking and travel experience for our customers who select Ryanair flights, while ensuring we can continue to provide them with the best value package holidays.

We're not stopping there either, we've just launched in Ireland and we're giving our customers more hotel and holiday options than ever before so that next year, we can make summer even bigger and better than this year."

**Zoe Harris**  
Chief Customer Officer

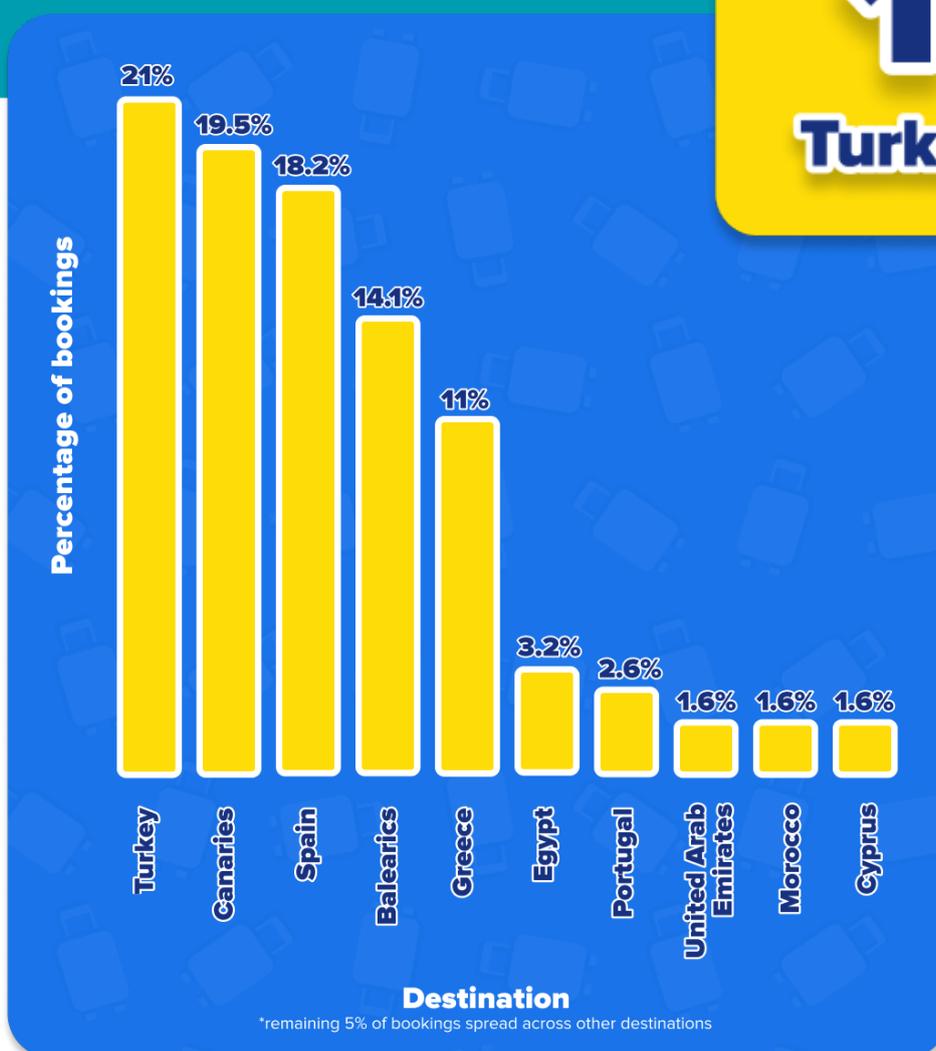


# Turkey crowned King of summer

The booking stats are in and we've crunched the numbers, there's a new king in town when it comes to the number one holiday destination. Turkey has been crowned the King of Summer for the first time.



**1<sup>st</sup>**  
**Turkey**



With an 18% increase in bookings, Turkey has moved up from being third in 2023's list of top destinations, to number one.

## We told you it was coming!

Egypt rises another place this summer, with a 69% increase in bookings YOY and the UAE climbs from tenth to eighth with a 41% increase in bookings. We also have a new destination on the list. For the

very first time, Morocco makes the top ten list of destinations visited by Brits this summer coming in ninth with a huge 81% increase in bookings YOY.

Spain and the Balearics also continued their strong performance and despite tensions in the Canaries regarding tourists, Brits still holidayed there – not surprising given it's been a family favourite for decades.

# The great escape to North Africa

Egypt's beach resort of Hurghada on the Red Sea Coast has seen a **64% increase** in bookings since last year and Sharm El Sheik continues it's steady rise with a **75% increase** in bookings. It marks another year of growth for Egypt as a summer holiday hotspot.



The two destinations are starting to become more popular with Brits and our experts believe the destination will continue its climb next year.

## Expert View



In March of this year the Egyptian pound suffered a sharp devaluation shortly after the Central Bank's decision to raise interest rates. It now means holidaymakers are getting incredible value for money. Last year, £1 would have given you 40 Egyptian pounds, now £1 gives you an almighty 63 Egyptian pounds meaning Brits are getting much more for their money making it ever-more popular.

This great value, combined with an increase in the standard of all-inclusive offerings at resorts and the fantastic all-year round weather has meant that it's becoming a 'go-to' destination for holidaying Brits.

## Morocco's on the move.

Morocco has made the top ten list for the most visited destinations by Brits this summer for the first time. The vibrant city of Marrakech, where ancient medinas, bustling souks, and majestic palaces meet the dramatic backdrop of the Atlas Mountains has become a hit for Brits this summer with a **66% increase** in bookings since last year.

The coastal gem of Agadir, with its golden sandy beaches is also on the rise with a **119% rise** in visitors. Our experts believe Morocco is a destination that is firmly on the rise, so watch this space!

## Expert View



With more flights and more hotel offerings than ever before, Morocco is becoming a new destination for Brits. It's not the only reason why, according to On the Beach data, holidays to the two destinations have dropped in price since 2023, on average by 11%. Great hotels, more flight options, cheaper holidays and not to mention the cracking weather, it's no surprise to see Morocco on the move.

# Long Haul Lift

Long haul destinations continue to rise. Holidays to the likes of Vegas, New York, Thailand, Mexico and Dubai are increasing in sales. **The Top Five Destinations:**

1. UAE



2. USA



3. Mexico



4. Dominican Republic



5. Thailand



The **UAE** has seen a particularly big uplift around peak. Its hotel offerings, especially all-inclusive, has always been sensational and all-year round weather is a big factor, in the summer – it's not just a winter sun destination. **Thailand** has consistently been one of the the fastest growing long haul destination, both in terms of searches on site but also in number of bookers. It seems Brits are spreading their wings more and more! **The top regions or cities visited by Brits this summer have been:**

1. Dubai



2. New York



3. Vegas



4. Phuket



5. Florida



“They go Where?!”

## Expert View

Brits are spreading their wings! Long Haul destinations are now more accessible than ever before. Years ago, it would have cost an arm and a leg for a holiday in a long haul destination. Now, with more flight options and prices closer to that of short haul holidays, destinations such as Thailand and Dubai are starting to become much more attractive to Brits.

**Long Haul**  
For Less

Deposits from just £30pp

+ FREE Airport Lounge Access

\*Terms apply

# Turkey is cheapest jolly



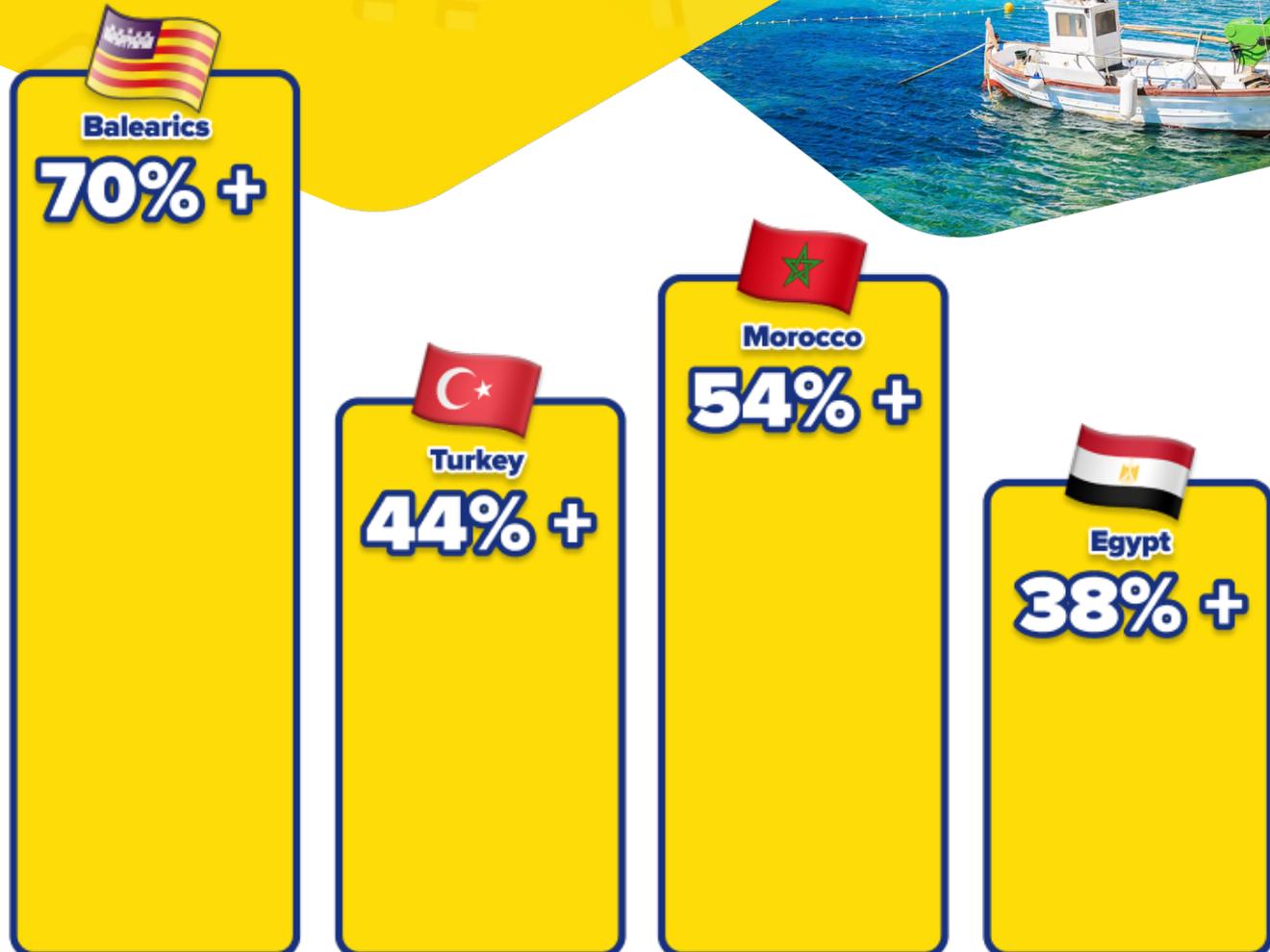
Turkey takes its second crown, the cheapest destination for 4 and 5 star holidays. The average price for a seven-night, all-inclusive jolly comes in at a very reasonable £520pp. Ones to watch this year have been Greece, which has **dropped 18% in price** on average and Spain which has **dropped 13% on average**. Even luxury long haul destinations are affordable, Mauritius, Jamaica, the Bahamas and Maldives all came in at great prices on average this year.

| Destination | Lead Price | % Increase or Decrease (since 2023) | Actual Price Difference |
|-------------|------------|-------------------------------------|-------------------------|
| Turkey      | £520       | 0%                                  | £0                      |
| Tunisia     | £560       | 24%                                 | £110                    |
| Greece      | £580       | -18%                                | -£130                   |
| Spain       | £580       | -13%                                | -£90                    |
| Bulgaria    | £610       | -3%                                 | -£20                    |
| Egypt       | £640       | -1%                                 | -£10                    |
| Morocco     | £690       | -1%                                 | -£10                    |
| Malta       | £740       | 25%                                 | £150                    |
| Balearics   | £750       | -7%                                 | -£60                    |
| Canaries    | £750       | 74%                                 | £320                    |

## Expert View

All-inclusive is still the most cost effective way to holiday and it's no surprise that with a rise in destinations offering more bang for your buck, we are now seeing more people choose this option over other board basis. Spain will always have great value for money, but it's great to see rising destinations like Morocco challenging it on price.

# Lates market is HOT



In a turn up for the books and going against the usual trend, the lates market has seen a flurry of last minute holiday bookings. In the last week of August we saw a **huge increase in last minute departures**. Holidays to the Balearics were up 70%, top destination Turkey was up 44% and Morocco (54%) and Egypt (38%) also got in on the action. Tunisia was also flying, up **210% YOY** and long haul destinations, Dubai, Mexico and Thailand also saw increases.

## Expert View

This year bucked the trend for the usual lates market and there were numerous factors for this. At the start of the summer, prices were slightly higher than previous years, especially for flights and our view is that lots of holidaymakers were holding out for a last minute price drop. With inflation and rising living costs there is also the belief that travellers held off on booking holidays until the last minute to gauge their financial situation following an summer of expense. Not to mention the great British weather, as always, is a huge factor. This summer was the coolest on record since 2015 and so it's no surprise to see fed-up, sun hungry Brits wanting to get away in the dying days of the summer holidays.

# We solved summer sunbed wars

Our research found that two-thirds (66%) of Brits admit to suffering from **sunbed anxiety** on holiday and half (51%) were **dreading this summer's sunbed wars**.

In fact, a huge 80% of holidaymakers find securing a sunbed when they're on holiday stressful and 84% of those that do bag a sunbed say they experience physical pain due to lying on them.

So we teamed up with sleep experts Silentnight and **solved the summer sunbed crisis** once and for all.

We **guaranteed** every holidaymaker a sunbed AND a comfy mattress topper. Customers booking a holiday to the Lyttos Beach Hotel in Crete, Greece, saw every holidaymaker guaranteed a sun lounger, without having to set alarms for the 6am dash for the pool. Not to mention they'll secure one with a Silentnight topper that will give them the ultimate poolside experience.

The Lyttos Beach Hotel has 3,500 sunbeds and a maximum capacity of 2,150 guests meaning that even with a full house, there are 1.63 sunbeds available per guest.

**The first of its kind partnership** meant that not only will Brits be rid of any anxiety when it comes to reserving sunbeds but they'll also be guaranteed a relaxing sleep on the comfy toppers, something that 52% of Brits say they've never had when sleeping on a lounger.

The Lyttos Beach Hotel is one of six hotels identified by our holiday experts that guaranteed customers a sunbed this summer no matter how busy the hotel is.

The Akti Imijerial Deluxe and Lindos Imperial in Greece also offer healthy ratios along with Rixos Premium Seagate and Titanic Palace in Egypt and the Leonardo Plaza Cypria Maris in Cyprus.

|   | Hotel                        | Sunbeds | Hotel Capacity | Sunbed: Guest ratio |   |
|---|------------------------------|---------|----------------|---------------------|---|
|  | Lyttos Beach                 | 3500    | 2150           | 1.63                |  |
|  | Akti Imperial Deluxe Resort  | 2150    | 1850           | 1.16                |  |
|  | Lindos Imperial Resort & Spa | 1800    | 1600           | 1.13                |  |
|  | Rixos Premium Seagate        | 1850    | 1800           | 1.03                |  |
|  | Titanic Palace and Aguapark  | 1196    | 1160           | 1.03                |  |
|  | Leonardo Plaza Cypria Maris  | 800     | 790            | 1.01                |  |



# What your sunbed position says about you

We worked with sleep experts Silentnight who analysed the six most popular positions taken up on the sunbed by holidaymakers looking to relax and top up their tan.

Hannah Shore, **Silentnight's sleep expert**, said:

"What position you take up on a sunbed can say a lot about you.

"When you're around the pool, look out for how people are lying – and even take note of how you

appear and what this could say about you.

"The way you lounge on a sunbed can reveal a lot about your personality and sleep habits.

"This summer, as you're soaking up the sun by the pool, take a moment to people-watch and notice how different folks are lying on their sunbeds- it'll tell you a lot about their comfort preferences."

**Here are the top six sunbed positions – which one are you?**

## 1. The Sun Goddess



You're confident, enthusiastic, bold, unapologetic, and relish in letting the world see you live your best life!

## 2. The Goldilocks



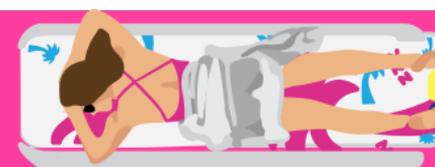
You're practical, adaptable, and have a knack for finding the perfect middle ground. You value balance in all aspects of your life but want the best of both worlds.

## 3. The Nosey Parker



You're observant and love the local gossip, you love to stay informed and connected, you know everyone's business and you're attention to detail is unmatched.

## 4. The Flip-Flopper



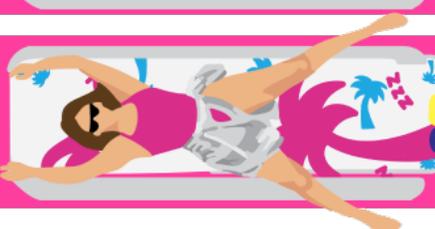
You're spontaneous, adventurous and always up for trying something new - even in your dreams. You keep everyone guessing and that's just the way you like it.

## 5. The Social Butterfly



You're extroverted, love meeting new people and making memories. You're at the heart of social interactions, prioritising engaging with others over solitary relaxation.

## 6. The Total Starfish



You're a free spirit, carefree, confident, and happy-go-lucky - always finding joy in the small moments.

# Our very own airport beer

This summer we created a beer, not any old beer, but a breakfast one, that pairs perfectly with bacon, sausages and egg – and it's being made available for Brits before they holiday.

The new beer, named **Breakfas7 Brew**, was created following our research, that found more than three-quarters (76%) of Brits have a pre-travel beer and 60% say it's never too early to have that first sip when on your holiday.

The research also revealed that 86% of holidaying Brits wished there was a beer that would **pair perfectly with a sausage, bacon or egg breakfast sandwich**.

Now we've made travelling Brits' dreams a reality by creating the **ultimate holiday breakfast beer**.

The 3.4% beer, brewed by SEVEN BROTHERS BREWING CO has been crafted to sip pre departure with your breakfast and will be available to holiday makers via the brewery's webstore.

Zoe Harris, chief customer officer at On the Beach said: "Whether it's 3am, 6am or 5pm, we all know that having a pre-holiday beer is a true British tradition.

"Most of the time it's a Fosters or a Carling and we all know they don't exactly hit the spot. So, we decided to work with a local brewery and create the ultimate breakfast beer – the first of your holidays that matches perfectly with breaky."

The Breakfas7 Brew, created with notes of citrus is perfect to marry with your morning orange juice and brekkie for a refreshing, wavy taste. The low ABV makes the beer sessionable.

JUST LAUNCHED



brewed by  
**SEVEN BROTHERS**  
BREWING CO.



# New whip on the strip

This summer the Benidorm council revealed that **Brits are the worst drivers... of mobility scooters.**

Holidaymakers agreed too, with new research revealing that 80% of Brits believing that mobility scooter drivers drive dangerously and 81% of holidaymakers agreeing that drivers of mobility scooters should have driving tests before being unleashed on the road.

So we decided to step in and help Benidorm bound Brits who were set to ride the strip on a scooter. We enlisted the help of **ex-Formula 1 racer and Les Mans 24 winner, Johnny Herbert**, to give OAP's a mobility scooter driving lesson before letting them loose on the streets of Benidorm.

British Grand Prix winner Johnny, travelled to Benidorm to give the over 55's a driving lesson, sharing some key tips on how to stay safe and avoid any potential fines in the Spanish city.

Not only did Johnny help out Brits but we also offered customers that are eligible (over 55's and/ or have mobility issues) in Benidorm, the chance to enjoy a mobility scooter for free this summer – what a perk!

“

“When I won Les Mans in 1991 and the British Grand Prix in 1995 I didn't think I'd be teaching Brits in Benidorm how to drive properly on mobility scooters. It's becoming a serious issue though and you need someone with the right standing to help out.

Now I'm officially 60, I'm the perfect fit to give some safety tips to fellow older Brits so they get rid of their bad driving reputation!”

**Johnny Herbert**

Les Mans 24 winner and F1 racing legend



**Check out the video to see exactly what went down along Benidorm's strip during his visit!**



# Safer Swimwear



This summer we not only sent thousands of happy holidaymakers away on their jollies but also started an important campaign.

We conducted some underwater tests of children's swimwear and found that **millions of children are being put in unnecessary danger when swimming because they own costumes that can't be seen underwater.**

## Dangerous high street retailers' swimwear



## On the Beach's visible, safer swimwear



**Two thirds (66%)** of children wear blue, white or grey swimwear which is not visible underwater, meaning that if they get into trouble swimming, they are extremely hard to spot.

We're calling on the government to ban retailers from selling swimwear that can't be seen underwater and have started a Change.Org petition alongside **Olympic gold medallist, Rebecca Adlington**, asking the government to urgently review legislation around selling blue, white and grey coloured swimwear to children.

Not only are we raising vital awareness of this dangerous issue but after retailers failed to listen to our calls to ban the dangerously coloured swimwear, we decided to make our own.

**We sent out thousands of free, brightly coloured swimwear, to children**, so they could wear them on their jollies this summer, keeping them safe and visible when they're in the water.



# Our call to swimwear retailers and the government

Please sign our petition!



# Last day wash win!

**1/3**

of you lot wish someone else would do your washing after your holiday

**23%**

say doing the laundry makes them miss their holiday even more

**1/10**

of Brits have cried doing their washing after their holiday

What's one of the worst jobs to do when you return from holiday?

Yes, you guessed it, **the laundry.**

We know the feeling so being the home of perks we decided to offer a free laundry service to holidaymakers in Spain this summer to prevent 'back to reality blues'.

According to our research more than a third (35%) of Brits wish they could get someone else to do the laundry on holiday.

Incredibly, **one in 10 Brits even admit to crying when doing the laundry** when they get home and 41% state that doing a full wash following a holiday is one of the worst things about returning from a trip. So we decided to step in and help stressed out Brits who were set to return from holidays in Spain by doing their laundry for free – washed, ironed and delivered to the door before they fly back home.

We offered lucky customers staying at Ponient Hotels by PortAventura World in Spain, the chance to enjoy a laundry service perk for free from the last week of August – right before the kids returned to school. **The laundry service included laundry and ironing – what a service!**



# Our latest perk: **FREE** mobile data

This year we launched our latest and greatest perk. Free mobile data.

**NEW  
PERK!**

The new perk allows our customers to use up to 5GB of free data via an easy to install, digital eSIM, that lets you keep your own mobile number and helps you to avoid expensive data roaming charges.

According to our data, holidaymakers are charged, on average, an extortionate £58.25 a week, on top of their normal phone bill, for using their data abroad and one in 10 have been charged more than £100.

The damage to wallets and purses across the UK wasn't the only shocking research we found either. **A huge 93% of Brits admit to checking their work**

**emails when they holiday** but three quarters (75%) wish people from work wouldn't contact them and more than a third (38%) wish they could block all work emails whilst on holiday.

So we decided to enlist the help of our ambassador, Paddy McGuinness, and create a hilarious hotline that holidaymakers can use on their OOO (Out of Office) emails.

When called, the familiar voice of Paddy McGuinness answers with a hilarious message:

“

“Hello? Hello? Oh here we go, I can see what you're doing, you're trying to interrupt their holiday!

Well they're probably sat on a beach right now, sipping a margarita and soaking up the sun.

Now, if I were you, I'd follow in their sandy footsteps. Put down the phone, get on internet and get looking at some holidays.

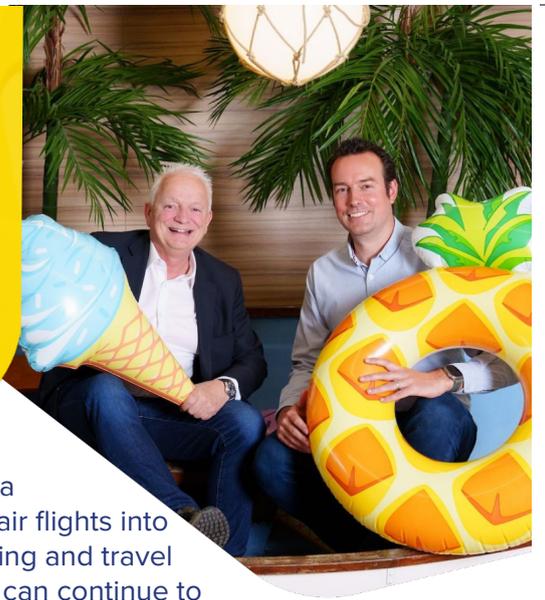
Now, come on, let Simon, Jane, or whoever you've called do a running bomb in the pool. And don't call me again, I'm busy being a booking genius. Now where to go, Benidorm, Dubai, Turkey... ooo yeah Turkey.”

Here's the number: **0161 468 9700**

Try it yourself!



# Our partnership with Ryanair



In February this year we made an exciting announcement and entered into a transformational partnership with Ryanair that enabled us to integrate Ryanair flights into our On the Beach booking journey. This agreement has improved the booking and travel experience for our customers who select Ryanair flights, while ensuring we can continue to provide them with the best value package holidays. We've been fighting and campaigning for this for a long time, so the partnership is a big deal! For On the Beach customers who wish to book Ryanair flights/ ancillaries as part of their On the Beach package holiday, this exciting new partnership means;

Customers don't have to complete Ryanair's customer verification.

Customers benefit from Ryanair's low fares combined with On the Beach's flexible payment plans, customer perks (including free lounge and fast track), and ATOL protection.

Customers have direct access to their myRyanair account to manage their booking.

Customers receive all flight-related communications directly from Ryanair, including T&Cs & important flight updates.

We're delighted to launch our partnership, with Ryanair flights now available to book as part of On the Beach package holidays. This is great news for On the Beach customers who will now be able to book Ryanair's low fares as part of their On the Beach package holiday with full price transparency (no overcharges or hidden mark-ups) and direct access to their booking through their myRyanair account.

With the peak summer season just around the corner, we look forward to seeing lots of happy On the Beach customers onboard our low fare Ryanair flights to over 170 destinations from our 22 UK airports."

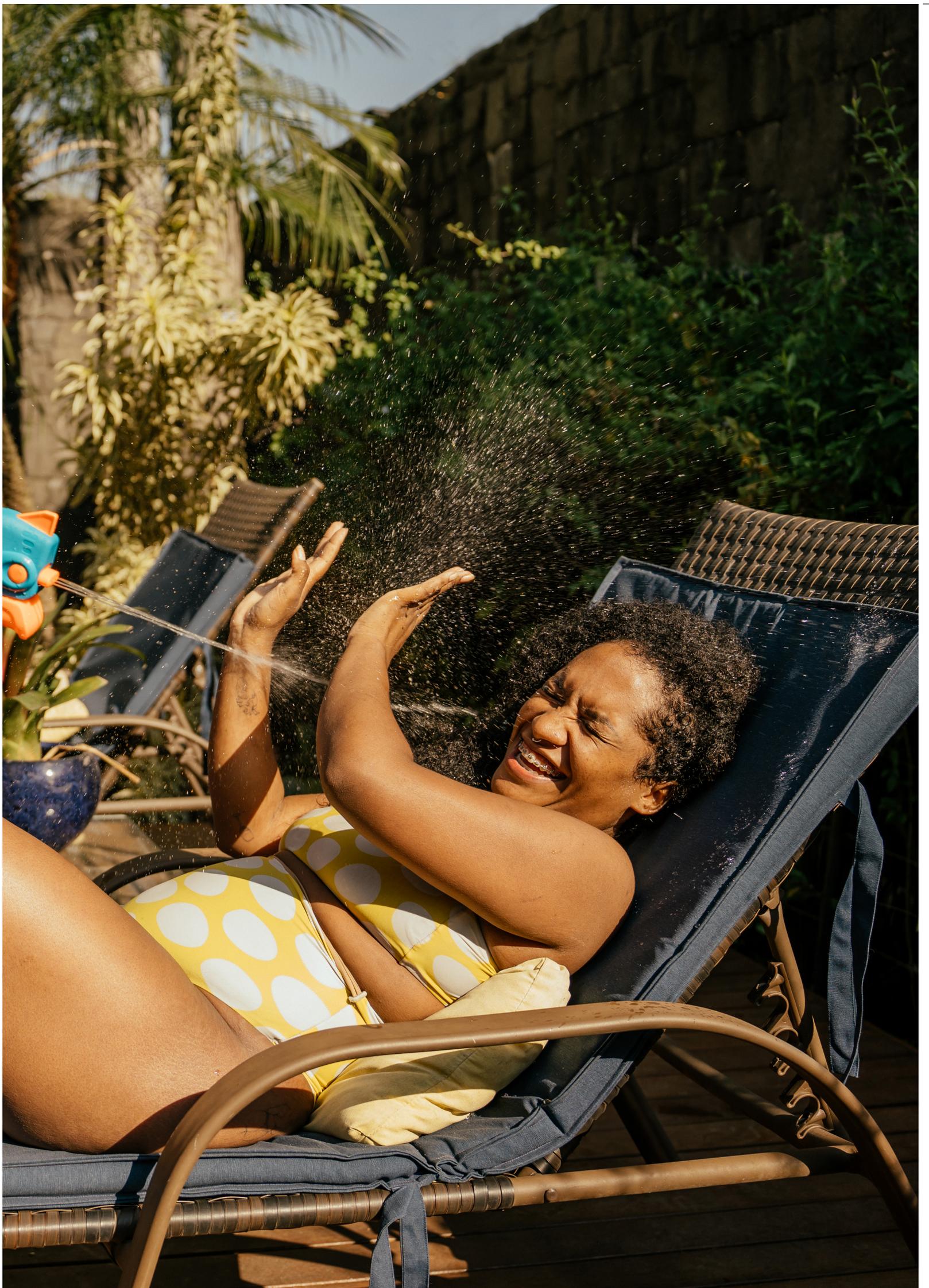
**Eddie Wilson**  
Ryanair CEO

Ryanair is leading the way in showing how low-cost airlines and online travel agents can work together to give customers choice and value for their holidays. As the number one airline in Europe, Ryanair offers an extensive variety of routes at competitive prices, and we are so pleased to have successfully integrated this into our offer to customers.

This partnership means that our customers will have a seamless experience when booking a package holiday with a Ryanair flight, while still enjoying all of the benefits and protections that come with booking with an online travel agent. This industry-leading, collaborative approach with Ryanair is a blueprint for how the industry can work together to ensure consumers have choice and free, fair access to flights across the market."

**Shaun Morton**  
CEO of On the Beach  
Group plc





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

On the  
**Beach** 