

## HOSTELWORLD REVEALS CURRENT TRAVEL WISHLIST

### Greece is the word: Athens revealed as UK's most searched for destination since pandemic began

- Athens, Stockholm and Milan all feature in the most searched for destinations
- Continental travel is the most popular travel choice as Brits opt for European destinations
- Staycations are also top of mind as London and Edinburgh feature in the top ten
- Italy is the most popular country on the travel wish list, featuring three times in the top ten

**WEDNESDAY 18<sup>TH</sup> NOVEMBER, LONDON:** Since the pandemic began earlier this year, the ancient metropolis, Athens has been the number one most searched for travel destination<sup>1</sup> by British travellers, according to data revealed today by [Hostelworld](#), the global hostel-focussed online booking platform.

Drawn by the warm climate, sea views and incredible ruins Athens has to offer, searches for stays in the city increased by 400% from April to October 2020.

Other popular metropolitan destinations featured in the most searched for travel locations include: Stockholm, known for fikas and hygge interiors which experienced a 371% increase in searches through Hostelworld; Fashion capital Milan, which saw a 174% increase in searches; and Edinburgh, which came in fourth with a 140% increase.

**Table 1: Hostelworld's top ten most searched for destinations (April to October 2020):**

City	Country	Percentage increase
1. Athens	Greece	400%
2. Stockholm	Sweden	371%
3. Milan	Italy	174%
4. Edinburgh	Scotland	140%
5. London	England	71%
6. Berlin	Germany	55%
7. Istanbul	Turkey	43%
8. Lisbon	Portugal	42%
9. Florence	Italy	31%
10. Rome	Italy	30%

The findings suggest travellers are looking to stay closer to home once travel restrictions ease next year, choosing to book short-haul city breaks in Europe rather than long-haul locations. In fact, Istanbul was the furthest destination included in the top ten, whilst destinations in Italy appeared three times.

Despite staycations remaining a popular choice for Brits, it seems they are choosing to visit major cities rather than rural destinations, with capitals London and Edinburgh both making the top ten (140% and 71%).

**Catriona Flood, Chief Analytics Officer at Hostelworld, said:**

"It is great to see that the appetite for travel remains strong despite current travel restrictions.

“Our findings show a demand for shorter haul travel, as travellers are looking to explore closer to home and see the beauty on their doorsteps. As restrictions ease, we expect to see more demand for longer haul travel, which we know many of our customers are dreaming of. Indeed, 2021 is set to be a huge year for the travel industry as millions of travellers jump at the chance to visit new countries, explore different cultures and meet new people once more.”

## 1. Athens

- [Mosaikon](#)
- **Rating:** 9.6
- **Price:** From £44 for a private room per night and £17 for a bed in a dorm per night

**About:** Stay in the heart of Athens, where history meets the modern, ever-evolving Athenian culture. Aptly named after the Greek word for mosaic, the hostels minimalistic geometric design boasts comfort design for every type of traveller. Not to mention, after a day exploring the ancient monuments kick back and relax on the roof top terrace with spectacular views of the Acropolis.



## 2. Stockholm

- [Jumbo Stay STF/IYHF](#)
- **Rating:** 9.1
- **Price:** From £95 for a private room per night and £43 for a bed in a dorm per night

**About:** We’ve all dreamed of being able to afford a fancy first class flight around the world, with built-in bed seats and real food instead of economy rations. Jumbo Stay offers exactly that, except you’ll have to stay on the ground. The converted jumbo jet even has a cockpit suite for those in search of a truly unique sleeping experience!



**ENDS**

#### **Notes to editors**

1 Hostelworld Search Data was collected from searches made on Hostelworld.com between April 2020 and October 2020 from users with UK IP addresses

#### **About Hostelworld**

Hostelworld, the leading global OTA focused on the hostel market, inspires passionate travellers to see the world, meet new people and come back with extraordinary stories to tell. Hostelworld customers are not your average tourists; they crave unique experiences that Hostelworld facilitates with the best choice of hostels around the world. It's the social nature of hostels that turbo-charges their global adventures and empowers them to Meet the World.

Hostelworld has more than 13 million reviews across 17,700 hostels in more than 179 countries, making the brand the leading online hub for social travel. Both the website and mobile app offer multilingual experiences and support.

The Hostelworld Group went public in November 2015, listing on the main London and Dublin stock exchanges. Headquartered in Dublin, Hostelworld has offices around the world in London, Shanghai, Sydney and Porto.