

Media Release

lastminute.com's Data Reveals Where Families Will Be Holidaying This Summer

- *Istanbul, Antalya and Athens are among the "rising stars" this summer with bookings for those destinations surging.*
- *The charms of Sharm-El-Sheikh make it the best value destination so far.*
- *And we reveal the bucket (and spade) list for parents travelling with kids.*

Amsterdam / Chiasso, 19 June 2024 – lastminute.com, the European Travel-Tech leader in Dynamic Holiday Packages, has revealed its latest [Travel Horizons Report](#), just in time for the peak family holiday season.

We've been crunching the numbers with our in-house analysts to show the travel landscape this summer from a "Family viewpoint" for the five biggest countries in Europe. With school holidays underway, we've looked at where holidaymakers are heading and which countries offer the best value for money.

Turkey, particularly Istanbul, for a city break and the Turkish Riviera for a beach holiday, has made an incredible comeback from 2023 - and is vying with perennial number one, Spain, for that all-important European family vacation share.

CEO of lastminute.com, Luca Concone, believes Online Travel Agents (OTAs) provide "a great gateway" for families waiting to see what the holiday market looks like.

He said: "Families tend to be the biggest forward planners, however, OTAs also serve as a perfect option for those who were thinking about staying home until they check the weather forecast. Now families don't have to decide where they want to go this summer from a brochure in January, instead, they can wait and see which destinations offer the most bang for their buck in July and August. The protection of packages, but with the flexibility to fly from anywhere to anywhere, and choose how long you want to stay sets us apart."

Quickfire Trends**

Islands in the Dreams

We found 7 of the top 10 cheapest breaks available this summer to be island escapes - with Malta, Gran Canaria (Spain), Corfu and Sicily being the best value for money respectively.

We are family

For families of older children about to fly the nest, we surveyed* parents in the UK to find out where they would most like to travel with their children. And it was an Empire State of

Mind for them, with a trip together to New York City to see the sights the number one on the bucket list. The report reveals the full top ten, so [check it out](#) to discover where the Great Barrier Reef, Pompeii and the Northern Lights came in the list.

Most sought-after destinations

- UK - 1. Turkish Riviera 2. Tenerife 3. Majorca
- France - 1. Marrakesh, 2. Majorca, 3. Crete
- Germany - 1. Majorca, 2. London. 3. Turkish Riviera
- Italy - 1. Sharm El-Sheikh 2. Majorca, 3. Paris
- Spain - 1. Tenerife, 2. Majorca, 3. Gran Canaria

Top “last-minute” locations for family holidays

1. Majorca, Spain
2. Antalya, Turkey
3. Barcelona, Spain
4. Crete, Greece
5. Paris, France
6. Tenerife, Canary Islands
7. Lanzarote, Canary Islands
8. Menorca, Balearic Islands
9. Sharm el Sheikh, Egypt
10. Faro, Portugal - NEW ENTRY

Family City Break destinations on the rise

1. Athens +54% (YOY)
2. Prague + 47%
3. Budapest +41%

Read or download the report in full - [Travel Horizons 2024 - Family Edition](#)

[About lastminute.com](#)

lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages. Our mission is to simplify, personalise, and enhance our customers' travel experience by leveraging technology. Thanks to the iconic brand lastminute.com and a rich portfolio of vertical brands, we meet the most diverse needs of travellers across the entire holiday experience. As one of the few fully licensed European tour operators, we offer unlimited real-time travel combinations thanks to our proprietary Dynamic Holiday Packaging engine, providing additional customer protection and exclusive deals. lastminute.com N.V. is a publicly traded company listed under the ticker symbol, LMN on the SIX Swiss Exchange.

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About Forward/TIU

Harnessing decades of knowledge to interpret 1st party data means the specially created in-house Travel Intelligence Unit (TIU) is perfectly placed to identify travel trends and shifts in audience behaviour. The expertise of the TIU, part of Forward (fwd), the media/marketing arm of lastminute.com, has enabled us to create design intelligence-led products, not only to use internally but to help other travel brands stay ahead of the curve.

**Consumer survey by Perspectus Global for lastminute.com of 2,019 respondents (age 18 - over 60) from across the UK*

***All the data analysed represents first-party data from lastminute.com's network of websites, aggregated by system procedures within a protected data warehouse (DWH) environment. All sourcing and reporting procedures used by TIU are based on this specified pool of data and process-verified.*