

THREE QUARTERS OF BRITS CRAVE SOMETHING EXTRA ORDINARY WHEN BOOKING OVERNIGHT STAYS

77% of Brits are after something a little more weird and wonderful when booking their UK accommodation

- 52% of Brits already experimenting with alternative accommodation
- 70% say they would be most excited about staying in a castle
- Booking.com reveals list of some of the most surprising stays in the UK

LONDON – February 17th 2014 – British holidaymakers are craving something more surprising and a little ‘out of the ordinary’ when booking their UK accommodation, according to research* from Booking.com. Statistics released today show that more than three quarters (77%) of Brits would like to be able to stay somewhere a little more unusual when taking a trip in the UK.

The poll of more than 2,000 Brits also highlighted how almost one fifth look for more adventurous stays close to home, with 19% stating that they like to enjoy something quintessentially British. When asked about what they look for in an alternative place to stay, Brits say they would be most excited about a stay in a castle or other historical building (70%), with 13% claiming they like to be able to live out a childhood fantasy when holidaying in the UK.

From the 25 million reviews from holidaymakers on its site, Booking.com has identified some of the most highly rated properties from across the country. With 52% of Brits already experimenting by staying everywhere from castles to refurbished prisons, Booking.com has created a list of ten of the most surprising stays. The list includes a Llama Bed & Breakfast (with real life llamas), an apartment boat based on the Titanic and a refurbished railway station which allows you to spend the night in a restored train carriage.

Ten of the most surprising stays in the UK:

- [Llamas Pyjamas B&B, Penrith](#)
- [The Old Railway Station, Petworth](#)
- [Camp Katur, North Yorkshire](#)
- [Coombe Abbey Hotel, Coventry](#)
- [Houseboat Hotels, Sheffield](#)
- [The Witchery by the Castle, Edinburgh](#)
- [Penny Lane Hotel, Liverpool](#)
- [Titanic Boat, Liverpool Albert Dock](#)
- [The Little Hide, York](#)
- [The Cider Works, Dover](#)

It would also appear it is the little things that make the biggest difference when it comes to British holidaymakers booking their ‘staycation’. Ensuring it is cosy enough to distract from the typical British weather (27%) and being able to get hold of their home comforts, such as being able to make a cup of

tea (10%) are amongst the most popular determining factors. Almost one in ten base their accommodation decision purely on the quality of the sausage they get for breakfast.

Jason Grist, spokesperson for Booking.com commented; “We know Brits take longer to plan their accommodation, making sure they get it right really makes a holiday. One in ten Brits never like to take the same holiday twice, so we’re sharing the alternative and diverse properties available to help to ensure they have the best experience every time,”

With more than 25 different varieties and over 424,000 properties in 195 countries, Booking.com has the best accommodation offering in the world, making it the perfect complement for the savvy British traveller.

-ENDS-

*Consumer research of 2,234 British holidaymakers conducted by Censuswide, February 2013.

Contact details:

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Ten of the most surprising stays in the UK as chosen by Booking.com;

- **Llamas Pyjamas B&B, Penrith**: *Ever enjoyed a full English breakfast with a Llama? At this five star B&B you can do just that as well as taking a llama lingo course – to help you communicate telepathically with animals. Animal loving visitors have flocked both nationally and internationally to get up close and personal with these furry friends at this one of a kind destination. This Penrith B&B has even become a buzz on social media across China!*
- **The Old Railway Station, Petworth**: *The perfect stay for any rail enthusiast and widely acknowledged as Britain’s most beautiful railway station. Built in 1892 for the Prince of Wales, you will feel like royalty yourself as you lay your head for the night inside a rare Edwardian Pullman railway carriage.*
- **Camp Katur, North Yorkshire**: *For a camping trip with a difference this extraordinary 250 acre estate comprise of luxury safari tents, tepees and woodland hobbit pods! This eco-friendly site allows you to camp without electricity and enjoy an eco-spa on site.*
- **Coombe Abbey Hotel, Coventry**: *Specialising in murder mysteries, ghost tours and medieval banquets, this unique Cistercian Abbey was partially designed by William Winde, who was also responsible for creating the most famous home in the country – Buckingham Palace. Bethany,*

who works at the Abbey comments, “You may even find little surprises such as discovering your bathroom hidden behind a bookcase!”

- **[Houseboat Hotels, Sheffield](#)**: *These stylish houseboats offer a unique guest experience and are the only offering of its kind in the UK. Docked in Sheffield’s Victoria Quays the boats are only a short walk from the city but provide the tranquillity of being at a country retreat.*
- **[The Witchery by the Castle, Edinburgh](#)**: *With seven in ten Brits saying they would be most excited about spending the night in a castle, nowhere is more magical than The Witchery. In the shadow of the famous Edinburgh Castle, The Witchery has its original carved door lintel and winding turret staircase and is a must stay for a 16th century historical enthusiasts.*
- **[Penny Lane Hotel, Liverpool](#)**: *The perfect place for any Beatles fan to rest after a ‘hard day’s night’ - unlike many other music-themed hotels, reviewers have commented that Penny Lane has been “tastefully renovated”. Hotel rooms have a view of the bus shelter at Penny Lane Junction, where John Lennon and Paul McCartney used to meet.*
- **[Titanic Boat, Liverpool Albert Dock](#)**: *You don’t need to be Kate Winslet or Leonardo DiCaprio to experience this stunning apartment boat, designed to resemble the original Titanic. With its crystal chandeliers and floors copied from the lounge on the original ship you will feel like you have stepped back into the golden age of travel.*
- **[The Little Hide, York](#)**: *Camping, even in the great British weather, can be made cosy and warm thanks to this ‘grown up glamping’ site. Each of these cute bespoke camping pods were built locally to the owner’s specifications, which she also stained and waxed herself by hand!*
- **[The Cider Works, Dover](#)**: *What’s not to love about beautiful holiday apartments where cider is also produced? Opened by the Earl of Guildford two years ago, this family-run guest house, café and cider-processing combo has already racked up an ‘exceptional’ 9.5 rating on Booking.com.*

About [Booking.com](#):

[Booking.com](#) is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the [Booking.com](#) website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don’t pay booking fees – ever. The Booking.com website is available in 41 languages, offers more than 424,000 hotels and accommodations in 195 countries, features 25 million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 17 years of experience and a team of over 6,400 dedicated employees in 115+ offices worldwide, [Booking.com](#) operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

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