

Methodology

To find out which cities are the most popular as city break destinations, we conducted 3 different analyses using the tool [Keyword Finder](#).

1. Our first was to discover which city in the UK is the most popular city break destination of 2021.

To do this we compiled a list of all 69 cities across England, Scotland, Wales and Northern Ireland. We then inputted these into Keyword Finder to discover which were the most searched for cities in the UK. We did this by setting the search criteria to show the searches made in the UK only.

Next, we conducted a search on Keyword Finder to find out how many monthly searches were made on average (over the last 12 months) for the term '*Hotels in X*' - with X being the name of each city.

This gave us a list of the most popular city break destinations in the UK.

2. We then wanted to find out which European city was the most popular city break destination amongst people in the UK.

To find out, we compiled a list of the most searched for cities across the whole of Europe and again used each one in our search using the '*Hotels in X*' formula, again filtering the results to show just searches made in the UK.

This gave us a list of the most popular city break destinations in Europe, according to people in the UK.

3. Lastly, we decided to conduct the same search again to find out which was the most popular European city break destination, according to the rest of the world.

To do this, we conducted the same searches again, however this time filtering the results to show us searches made worldwide.

Limitations:

We presented this data on the assumption that the higher the search volume was for each city (after inputting it into the '*Hotels in X*' formula), the more popular it would be as a city break destination.

However, many people may be searching for hotels in these cities for reasons other than just going on city breaks. For instance, people who conduct these searches may be travelling for

work, visiting family or maybe just looking for somewhere to stop off part way through a journey elsewhere.

On top of this, this data does not represent city break search habits of those who don't use the internet for this purpose. This may include older people, who are more likely to look for a holiday using other methods (such as a brochure or a visit to the travel agents).

What's more, many people may be making plans to visit these cities and searching for other related terms such as 'airbnbs in X' or 'campsites near X', so this analysis does not account for those.

The raw data showing all average search volumes can be accessed [here](#).