

Forget the economic woes and the hassle of travelling abroad – the real reason Brits want to holiday in Great Britain is because they “love holidaying” at home!

A recent survey by Rough Guides reveals that 35% of participants planning a holiday in Great Britain claimed that their love of holidaying in Great Britain was the reason they were staying at home in 2011. Only 14% of people blamed the cost of going abroad and only 13% said they didn't want the hassle of travelling overseas.

32% of people are holidaying in Britain this year as well as visiting another country while 20% of people are staying home this year instead of a holiday abroad.

The poll comes as no surprise to Rough Guides who have just published **Make the Most of Your Time in Britain** which reveals 500 of the best travel experiences in Britain, a perfect illustration as to why Brits are such fans of Blighty.

Clare Currie, Rough Guides Publishing Director says “For years we've been seduced by cheap flights and promises of guaranteed sunshine, so it's exciting to see a resurgent appreciation amongst Brits of Great Britain as a holiday destination - a casting off of the idea of 'it's not a holiday if it's not abroad'. We're calling it 'Patriotourism' and we're certain that whatever kind of holiday you enjoy, you'll find the perfect destination somewhere in Britain. Where else can you find super-luxe hotels to homely b&bs, surfing to mountain climbing, oysters to tea-cakes, comedy to opera crammed into such a small space? Not to mention as much breath-taking countryside, superb shopping, vibrant cities and unique heritage as you can shake a stick at.”

Make the Most of Your Time in Britain also illustrates how much the country has changed for the better over recent decades. Keen to banish the stereotype of 'staid B&Bs, lacklustre service, outdated museums and early-closing days', Rough Guides reveal the transformation in the British offering. From rejuvenated cities, gourmet gastro pubs and boutique hotels, to eye-popping architecture and all singing, all-dancing attractions, it celebrates an injection of energy and innovation across the British travel industry.

Check out <http://britain.roughguides.com/> <<http://britain.roughguides.com/>> for Rough Guides very own British mini-site!

About Rough Guides:

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YouGov:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2090 adults. Fieldwork was undertaken between 20th - 22nd December 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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