

# Mirror

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**Two-thirds of those challenged are eager to plan vacations in the UK after mistaking places in Dorset and Kent for Greece, Italy - and even California**

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**NEWS**



Brits have been baffled by stunning holiday destinations they presumed would be abroad, but are actually scattered around the UK.

In a photo challenge showing spectacular scenes, 76 per cent of Brits mistook top British beauty spots for exotic, overseas locations, including Greece, Cyprus, Japan, France, New Zealand and California.

The research by hotel brand Hampton by Hilton has encouraged more people to create adventures closer to home, with almost two-thirds of those who took part in the guessing game planning more UK trips next year.



**Kew Gardens in West London** (Photo: ©VisitBritain/ Joanna Henderson)

Idyllic Lulworth Cove in Dorset was mistaken by 86 percent for a beach resort abroad, with nearly half guessing it was in either Greece or Cyprus.

An image of a sunny vineyard in Biddenden, Kent, was thought to be in France, Italy, or California.

And Kew Gardens' romantic blossoms and Japanese **architecture** led 83 per cent of people to believe the picture was of a far more exotic and far-flung destination than Richmond, just a 20-minute train ride from central London.



**The Heart of Yorkshire, Chromolithe light installation projected onto York Minster** (Photo: [www.baileycooper.co.uk](http://www.baileycooper.co.uk))



**Biddenden vineyard on a bright sunny day** (Photo: Visit England)

Tal Shefer, Vice President of Focused Service Brands EMEA, said: "With more than half of Brits (52 percent) planning to take a break in the UK in 2017, we're proud to enable travellers to discover new destinations on their doorstep in a way that's affordable.

"We have 18 Hampton by Hilton properties in the UK, and a further 16 in the pipeline, spanning some of Britain's most spectacular locations, including Bournemouth, Glasgow and York.

"There has never been a better time for 'Seekenders' (value-conscious travellers who seize the weekend to seek out new travel experiences) to explore incredible UK destinations, whilst enjoying our dedicated Hamptonality service."

When asked why a staycation features so heavily in 2017's **holiday** plans, the top answer from respondents was "to explore new areas not visited before", followed by "value for money" and "reduced travel time".



**A misty Loch Lomond, Scotland, at sunrise.** (Photo: iStockphoto)

One in 10 Brits surveyed claimed they have enjoyed some of their best holidays in the UK.