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Hampton by Hilton encourages 'Seekenders' to explore the UK

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Research carried out by Hampton by Hilton has revealed that Brits are baffled when it comes to identifying some of the UK's most spectacular holiday hotspots.

In a photo challenge created by the company 76% of Brits mistook top British beauty spots for exotic, overseas destinations, including Greece, Cyprus, Japan, France, New Zealand and California.

The company's research also points to a boost in demand for Brits to take a holiday at home, with almost two-thirds (64%) of respondents planning to take as many or more UK holidays this year than they have done previously.

The hotel brand's vice president of Focused Service Brands EMEA, Tal Shefer, said: "With more than half of Brits (52%) 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' - to explore incredible UK destinations, whilst enjoying our dedicated Hamptonality service."

For further information see hampton.com