

Sykes Cottages reports 121% increase in bookings on Blue Monday

Submitted by: Sykes Cottages

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Brits rushed to book holidays to beat the Blue Monday gloom says Sykes Cottages (<http://www.sykescottages.co.uk>), who reported a 121% increase in bookings yesterday compared to an average Monday.

Holiday bookings were also up 20% versus last year's Blue Monday with over 240,000 searches made on the Sykes Cottages website. It seems that this year, the UK is tackling the winter blues head on.

On average, people booked 20 weeks in advance, suggesting that bogged-down Brits are looking forward to the summer to help them combat the most depressing day of the year.

Coastal destinations such as Cornwall, Isle of Wight and Pembrokeshire proved to be popular choices and a third of bookings included a dog.

Graham Donoghue, CEO at Sykes Cottages said: "This time of year is always popular for booking holidays but yesterday we saw an unprecedented demand from people wanting to banish the winter blues. It appears the British public are more eager than ever this year to have something to look forward to".

Founded 25 years ago, Sykes Cottages is one of the best-known brands and most respected operators in the holiday cottage rental agency market, having won the British Travel Award for best large self-catering agency for four consecutive years.

NOTE TO EDITORS:

For more information or high-res images, please contact press@sykescottages.co.uk or call 01244 746 333.

About Sykes Cottages

Sykes Cottages is the UK's leading and fastest-growing independent holiday cottage rental agency. Based in Chester, they offer a fantastic choice of over 7,500 holiday rentals across the UK and Ireland from cosy cottages for two to larger properties that sleep 20 or more. With over 25 years' experience in the business, they are experts in their field. Customers can book cottages with confidence, and property owners can rest assured that Sykes will combine trusted experience with local knowledge to bring them the bookings they deserve.