



Holiday Letting
MARKET
INSIGHTS
REPORT

— SUFFOLK 2026 —



BESTOFSUFFOLK
STYLISH PLACES TO STAY

PART OF  SYKES HOLIDAY COTTAGES

Suffolk Market Insights Report 2026

2025 was a year of resilience for Best of Suffolk.

Despite wider economic challenges driving lower search volumes for self-catering stays, our Suffolk portfolio achieved consistent levels of occupancy with the previous year.

Winter brought a mix of challenges and changes - from storms, to a surge in last-minute bookings, setting the tone for a dynamic, fast paced year ahead. Spring, summer and autumn were standout seasons, with occupancy for the peak summer weeks in hitting 77%.

Our annual survey of 1,000 adults revealed that 63% of Brits plan to take a UK break in the next 12 months, with 34% planning to make it their main holiday. This high intent, plus a strong start to early 2026 bookings, signals a buoyant outlook for the year ahead.

We're excited to share this report, packed with insights from the Sykes Holiday Cottages group. Whether you're looking for a local or national perspective, we hope this guide helps you plan for success in the season ahead.

Top performing properties - 2025

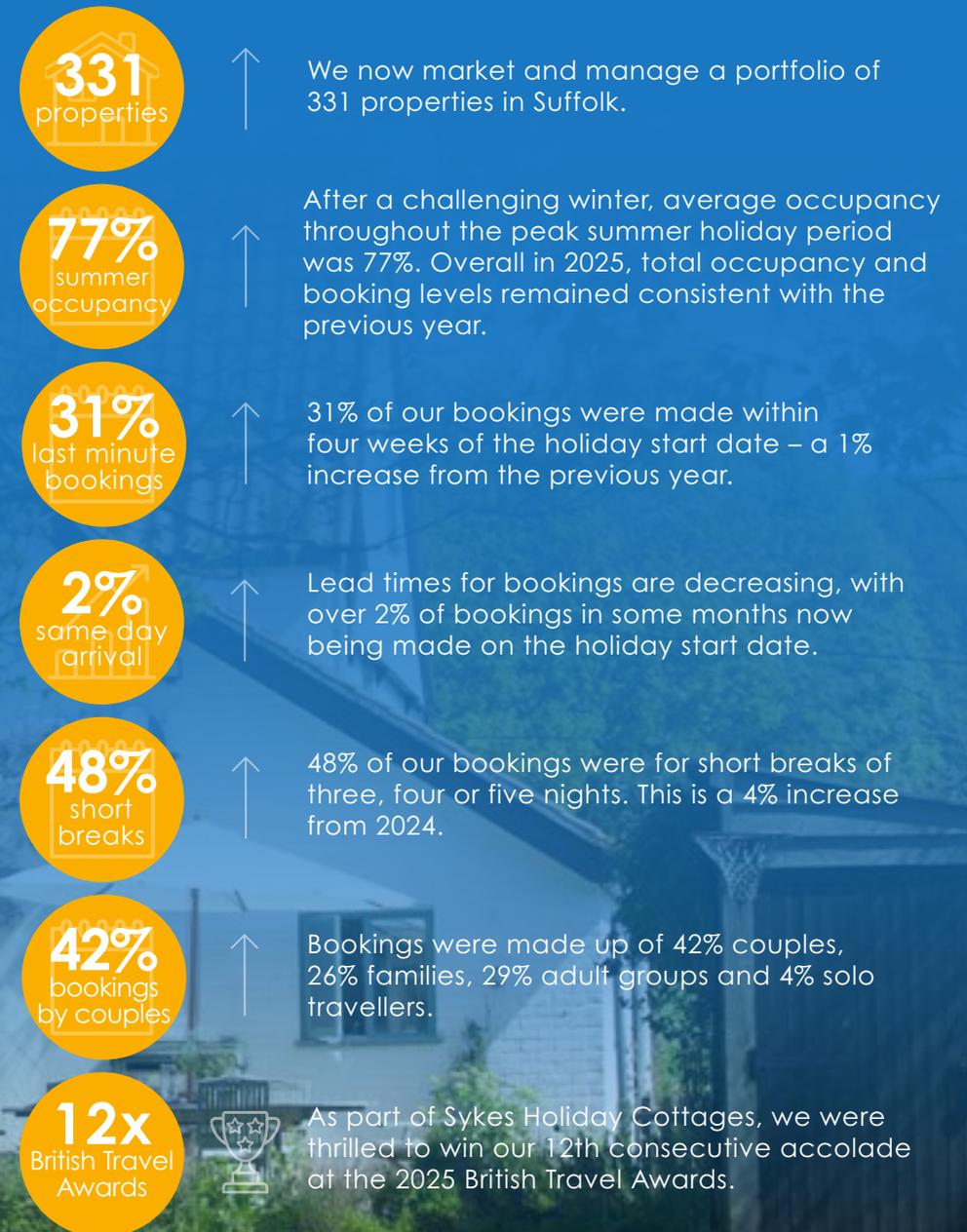
Here are some of our highest performing properties for 2025:

Figures correct as of 15/12/2025



An overview of the holiday letting market

Firstly, here is an overview of how Best of Suffolk performed and the agency's key achievements for 2025:



Earn more with smarter pricing decisions

Beyond exceptional marketing exposure, Best of Suffolk empowers owners with advanced dynamic pricing tools designed to maximize both income and bookings. Our system automatically adjusts prices based on real-time demand, analysing searches, booking trends, and individual property performance to keep you ahead of the market.

Owners who embrace our pricing recommendations see remarkable results:

- **41% more revenue** when following our advice on setting base prices
- An average of **7 extra bookings** and **26% higher annual revenue** when using our dynamic pricing tools

Smart pricing isn't just a tool - it's a proven strategy for success.

Accept short breaks

We are seeing demand for short stays consistently growing each year. By accepting short breaks at your holiday let, you could generate **25% more revenue** and **8 more bookings annually**.

48%

48% of our bookings in Suffolk were for short breaks of three, four or five nights. This is a significant rise from **43%** in 2024.

5.5

Our average length of stay in 2025 was **5.5 nights**; a decrease from **5.6 nights** the previous year.

34%

The long weekend reigns supreme - **34%** of UK holidaymakers opt for Friday-to-Monday stays. This rise in micro-tripping reflects a desire to experience more destinations and fit holidays into busy lives.

Be flexible with last minute bookings

Last minute bookings are now the rule, rather than the exception. One of the biggest shifts we've seen in recent years is how much later customers are booking.

31%

31% of our bookings were made within four weeks of the holiday start date. This is a **1%** increase from the previous year.

19%

Last year, the booking window shortened even more, with a massive **19%** of bookings being made within **1 week of arrival**.

2%

In October, **2%** of all our bookings in Suffolk were made between 4pm the day before arrival and 12 noon on the day of the holiday start.

Did you know?

Lead time on bookings generally increases in line with property size. In Suffolk, **39% of bookings for one bedroom properties were made within four weeks of arrival**, whereas only **17% of bookings for four bedroom properties were within four weeks**.

Two short breaks in place of one week-long booking returns on average **148% of the weekly rental**. Our average short break is currently taken at **74% of the weekly rental price**.

Accept pets

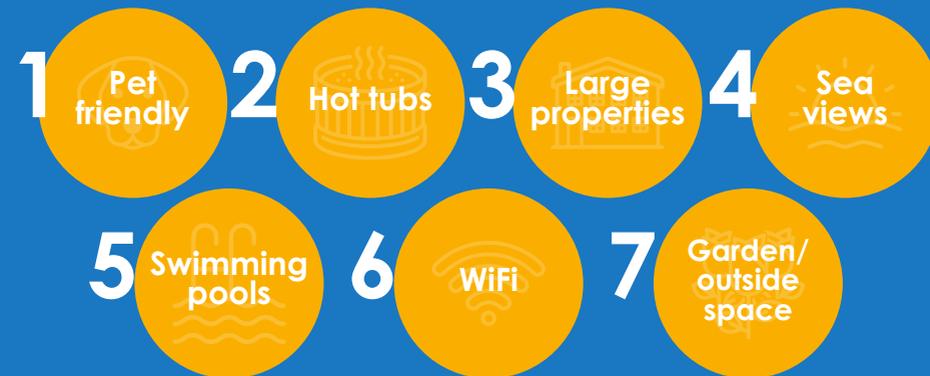


27% of all bookings in 2025 included a pet.

Properties accepting pets earn on average **8%** more bookings and **16%** more revenue per year.

Value adding property features

Here are our most popular search and booking features in 2025:



By adding or incorporating any of the above into your accommodation offering, you will increase both customer appeal and earning potential. Installing a hot tub could boost your revenue by 40%!

Consider sustainability

As well as reducing your running costs and future proofing your business, considering your environmental impact can be a great way to accelerate your bookings.

We have seen an increased demand for properties with EV charge points. With only 6% of our properties currently having an EV charger, this is a great chance for owners to make their accommodation stand out from the crowd.

Emerging trends in UK holiday letting

The 2025 season has revealed some fascinating shifts in how Brits choose to holiday - and what's shaping their decisions for the year ahead.

Two breaks are better than one

Almost half of those planning a staycation, plan to take 2-3 UK breaks this year, favouring flexibility and variety.

Home advantage

35% of UK adults are more likely to choose a UK trip over going abroad, with convenience being key.

56% say UK holidays are easier to plan, though overseas trips still tempt many due to better weather prospects.

Gen Z leads the way

71% of 18–28 year-olds planned to holiday at home in 2025, with nearly half choosing it as their main break. This generation is driving the staycation trend.

'Tastecations' on the rise

Food is becoming a travel motivator. A third of Brits have picked a destination for its local delicacies or a must-visit restaurant.

Solo staycationing

One in three say they're more likely to take a solo break now than five years ago -reflecting a growing appetite for independence and self-care.

A surge in AI usage

The volume of customers finding our website through AI platforms rocketed throughout 2025, as 70% of UK holiday goers are now using AI for holiday planning. Usage varies generationally with 25–34 year-olds remaining the most active, but older generations are catching up.

Thinking of buying a holiday home?

Offering appeal throughout both the summer and winter months, Suffolk is a fantastic location for those considering investing in a holiday home. In Suffolk, the locations with highest search demand in 2025 were Bury St Edmunds, Southwold, Felixstowe and Aldeburgh, with Lavenham and Thorpeness showing a notable increase from the previous year.

In our experience, the top three features to consider are:



A sea view

Sea views are one of the most common search filters on our website. Customers also include sea views in their specific Google searches, such as 'Suffolk cottages sea view'.



Parking

Aldeburgh and Southwold have particularly high demand for holiday homes with parking. Parking is another of the most commonly used search filters on our website.



Proximity to pubs

Based on our study, **25%** of people said they consider proximity to a pub when booking a property. Family friendly options also ranked highly in our study with 23% of people considering this.



Marketing your holiday home

At Best of Suffolk, we're proud to offer owners the 'best of both worlds'; hands on support and local knowledge from here in Suffolk, combined with the huge national marketing reach of Sykes Holiday Cottages. All properties that join us are listed on both the Best of Suffolk and Sykes websites.

Here are some of our marketing insights for 2025, and ways we have secured bookings for our owners:

- We spent £35 million on marketing in 2025.
- At Sykes Holiday Cottages, we currently have the largest share of voice for brand searches amongst our four largest competitors in the industry, with over 3 million searches per year.
- We ran several successful booking initiatives last year, such as our free cancellation schemes and deposit offers as low as £10.
- We have over 700,000 followers across our social media channels.
- We're always expanding our wide network of 700+ partner sites, like Airbnb and Booking.com, giving owners the very best opportunity to be seen across multiple websites and platforms.
- We're proud to be the first UK cottage agency to launch a customer app – and even more so because it's rated 4.8 stars on the App Store.
- In 2024 we introduced our new Bloom loyalty scheme, offering rewards and discounts to guests via our customer app. The scheme has since grown to 160,000 members, encouraging repeat bookings. This strategy is clearly working; in 2025, 65% of our bookings were from repeat bookers, up from 60% in 2024.

£35m
marketing
spend

We spent £35 million on marketing in 2025

65%
repeat bookings

65% of bookings in 2025 were made by repeat customers

700+
partner sites

Network of 700+ partner sites, like Airbnb and Booking.com

Find out more about letting with us

With over 20 years' experience marketing and managing over 300 properties in Suffolk, we strive to take care of every aspect of the letting process, so you don't have to.

If you'd like to find out more about whether we're a good fit for you and your holiday home, one of our New Property Consultants would love to visit your property and give an honest appraisal of its rental potential. Or, if you are thinking of investing in a property and would like some free advice, we can help.

We are proud to provide:



Support from our Woodbridge based team, plus a dedicated local Account Manager for your property



Bespoke property management options



Unrivalled national and local marketing coverage



Market leading pricing systems



Listings on partner sites include Airbnb, Snaptrip! and Booking.com

Contact us on newowners@bestofsuffolk.co.uk or call **01728 638962** to book your visit or to chat with a property expert.



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