

BOURNEMOUTH IS THE UK'S MOST HOLIDAY-FRIENDLY TOWN

- Check out Brighton, Portsmouth, London and Scarborough as well but don't check in to Loch Ness
- Virgin Money Travel Insurance ranks Holiday Friendly towns

TOP 65 TOWNS AND CITIES

TOWN	RANKING	SCORE
Bournemouth	1	13.33
Brighton	2	17.17
Portsmouth	3	21.5
Scarborough	4	22.5
London	5	22.83
Swanage	6	23.33
Isle of Wight	7	23.5
Eastbourne	8	24.17
Gower Peninsula	9	24.67
Bognor Regis	10	24.83
Blackpool	10	24.83
Cotswolds	11	25.33
Birmingham	12	25.67
Torquay	13	26.83
Exeter	14	27.17
Skegness	15	27.67
New Forest	16	27.83
Cardiff	17	28.33
Weymouth	18	29.17
Clacton-on-Sea	19	30
Cleethorpes	20	30.83
Morecambe	21	31.33
Llandudno	22	31.5
Stratford-upon-Avon	23	31.67
York	24	31.83
Whitby	24	31.83
Whitley Bay	25	32
Leeds	26	32.5
Cambridge	26	32.5
Oxford	27	32.67
Southend	28	32.83
Liverpool	29	33
Manchester	29	33
Hastings	30	33.17
Weston-Super-Mare	31	34
Glasgow	31	34
Edinburgh	32	34.67

Lyme Regis	33	34.83
Camber Sands	34	35.17
Padstow	35	35.5
Bristol	36	36
Newquay	37	36.17
Salisbury	38	37.5
Great Yarmouth	39	37.67
Lake District	40	38.33
Cromer	41	38.67
Belfast	42	39.17
Windsor	43	39.33
Peak District	44	40.17
Bath	45	40.5
Pennines	46	41.17
Dorchester	46	41.17
Orkney	47	41.33
Bude	48	41.83
Chester	49	42.17
Tenby	50	43.17
Canterbury	51	45
St Andrews	52	45.67
Lavenham	53	47.67
Isle of Skye	54	48.5
Channel Islands	55	48.83
Portrush	56	49.33
Southwold	57	49.5
Shetland Islands	57	49.5
Wells	58	53.5
Loch Ness	59	58.5

* Research conducted in September 2009 by Virgin Money researchers using publicly available sources including www.metoffice.gov.uk/climate/uk/averages, www.expedia.co.uk, www.enjoyengland.com, www.visitwales.com, www.visitscotland.com, www.yell.co.uk, www.blueflag.org. Total for each town/city/area were calculated using rankings for average weather, hotel availability and cost, restaurant availability and cost, beach cleanliness and availability and cost.

For further information

Grant Bather
Virgin Money

Tel: 07834 844 427

Kevan Reilly/Jonathan Henderson/Chris Jarvis
Citigate Dewe Rogerson

Tel: 0207 638 9571