

# Barrow named among top trending seaside towns by Airbnb

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BUSINESS



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**BARROW** is among the seaside towns benefiting from a surge in domestic tourism, according to Airbnb.

The holiday let company has named it among the top seaside destinations for 2023.

It featured fourth on the list of top towns, said to be based on nights booked.

It was beaten by Blackpool, Flintshire in Wales and Allerdale up the Cumbrian coast.

The ranking is said to come amid a surge in British tourists seeking out lesser-known holiday destinations closer to home.

An Airbnb spokesman said: "The North West of England is experiencing a renaissance in domestic tourism, with Cumbrian destinations Allerdale, Barrow-in-Furness and Copeland, as well as Lancashire's Blackpool all trending.

"These trending UK seaside destinations highlight that some Brits are opting to explore the spectacular scenery on their doorsteps instead of going abroad.

"Opting for money savvy, sustainable ways to holiday at home, Brits are favouring the nostalgic pleasures of fish and chips, rock pooling and ice cream vans this year."

Amanda Cupples, General Manager for Northern Europe at Airbnb said: "Brits are continuing to appreciate what's on their doorstep this year and returning to the Great British seaside destinations.

"We're also seeing people travelling to lesser-known parts of the country, with holiday makers seeking unique experiences along untrodden paths.

"As coastal areas across the UK are returning to their roots, catering for a lively summer season as they used to generations ago, Hosts on Airbnb are also creating valuable income streams for themselves and their communities.

"Now is a great time for anyone curious about Hosting to offer a home away from home and take advantage of the bustling summer months to make some extra income."

Also featured on the list was Copeland, Hartlepool, Portsmouth, Southend and Angus in Scotland.

Recent government figures suggested there were approximately 50 holiday homes. in Barrow.

Airbnb shows around 30 listings for accommodation in the area.