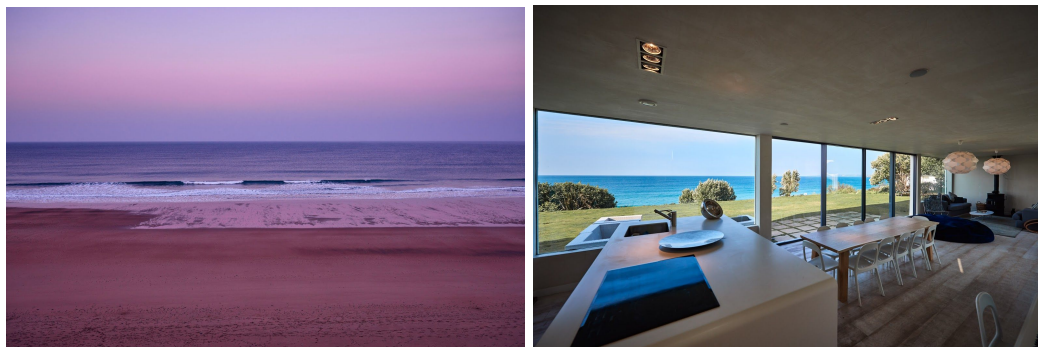


## Can't Spot the Difference – Brits mistake Cornwall for California in new survey that heroes the beautiful British coastline



- Over half of Brits mistook a Cornwall beach for one in far-flung Barbados
- Devon's surfing hotspot thought by almost a quarter of Brits to be the Australian Gold Coast
- 48% of Airbnb guest arrivals in the UK are domestic travellers, with Brits citing 'stunning beaches and coastline' as their number one reason for staying close to home, beating convenience and price
- Airbnb reveals the Devon and Cornwall homes with spectacular beach views that Brits mistake for being abroad

A new study released today by Airbnb reveals that Brits can't tell the difference between the beauty of the British coastline and the beaches of exotic destinations as far-flung as California, Australia and South Africa.

The natural beauty of the UK shone through in the research, which compared images taken from picturesque Airbnb listings with those of iconic beach resorts across the globe. Over half (53 per cent) of people mistook the white beach of Praa Sands in Cornwall for Barbados, and a shot of a [stylish Cornish beachside residence](#) was thought by a fifth (19 per cent) to be Malibu, California.

A [home overlooking a sweeping Devon beach](#) popular with surfers was thought by 20 per cent of people to be the Australian Gold Coast and almost a quarter (24 per cent) thought it was southern Spain.

One in ten mistook Cornwall's southern coastline for Port Elizabeth in South Africa, and [an apartment with dramatic views of a lighthouse](#) that sits on the Devon and Cornwall border was thought by 20 per cent to be the flashy Cannes in the French Riviera.

It is no coincidence that Airbnb has seen 246,000 guest arrivals in Cornwall and Devon in the past year, over 80 per cent of whom have been domestic travellers.

Of the four in five (83 per cent) Brits that are choosing to holiday in the UK this year, half (47 per cent) say that the scenery in the UK is just as beautiful as it is abroad, with over a third (36 per cent) reporting British beaches to be as stunning as anywhere else.

Over half (52 per cent) say that holidaying within the UK is less stressful than going abroad, and 36 per cent say they find it cheaper. Brits are also ten times more likely to talk about domestic trips than international travel\*\*.

For the social media generation looking to impress on Instagram with enviable beach breaks, the UK is just as enticing - 20 per cent of 18 -35 year olds think pictures of British beaches would entice just as many likes on social media as ones taken of further afield.

To highlight the stunning British coastline, Airbnb has photographed the views from some of its most stunning beachside listings in the UK, including those that were mistaken for locations abroad.

By showing how beautiful these locations are, the home-sharing company is hoping to encourage more Brits to embrace the beauty of their native shores.

James McClure, General Manager of Northern Europe for Airbnb, commented:

*“The UK may be a small island, but so much of it remains a secret and is yet to be discovered by many British holidaymakers. The results of the survey show just how stunning the British coastline is, in particular the spectacular locations in Devon and Cornwall that are so beautiful that many Brits can’t tell them apart from the USA, South Africa and even Australia.*

*“This just goes to show that people don’t need to travel too far from home for an unforgettable summer holiday experience. Sometimes what we need for our family, friends, or even our Instagram is right in front of us!”*

## **ENDS**

\* Research conducted in May 2017. Respondents were shown images of a range of beaches from both the UK and further afield, and in each instance asked to guess the location from a choice of four places.

\*\* Research conducted by One Fifty in April 2016. Analysis of over 8.5 million conversations across Twitter, blogs and Youtube.