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BLACKPOOL AND LLANDUDNO IN STAYCATION TOP TEN

The staycation trend has put traditional British family resorts, such as Blackpool and Llandudno, firmly back on the map according to new hotel booking data^[1] from InvisibleHand, the real-time online shopping and travel tool.

While the majority of stay-at-home holidaymakers are turning to the bright lights of Britain's major cities, Blackpool and Llandudno still come in at a respectable 6th and 8th place respectively showing that our love affair with the British seaside is far from over.

Top ten UK hotel destinations for UK holidaymakers:

Hotel destination
1. London
2. Edinburgh
3. Manchester
4. Glasgow
5. Birmingham
6. Blackpool
7. Cardiff
8. Llandudno
9. Liverpool
10. Leeds

Source: InvisibleHand

Robin Landy, founder of [InvisibleHand](#), says: "The staycation trend is providing a much-needed shot in the arm for our traditional British seaside resorts. It's great to see two of our coastal gems giving major cities such as Cardiff, Liverpool and Leeds a run for their money. British hoteliers should take heart – holidaying at home is back on the map.

"Whether visiting Britain's buzzing capital or exploring more Northern shores, it's essential that travellers booking online make sure they are getting the best prices so that their hard-earned

cash can go further. This is where InvisibleHand comes in, taking the legwork out of finding the best deals on the market for hotels, flights and shopping and bringing them directly to you.”

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

ENDS

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Note to editors:

Please note: the correct way to write InvisibleHand is as one-word, with capital letters at the start of both words.

1. InvisibleHand data based on Firefox, Chrome, Internet Explorer and Safari users looking for hotels between 1st June and 2nd August, 2011.

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the ‘buy’ button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you’re searching on the web.

InvisibleHand’s price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 2 million people and has already found savvy online shoppers over £70 million worth of savings in the UK alone.

InvisibleHand was recently shortlisted in the Small Online Business of the Year category for the National Business Awards 2011, the results of which will be announced later this year.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.