

TOP 10

Google

SUMMER TRENDS

TOP QUESTIONS



Where to go on holiday?



What to take on holiday?



How many calories does swimming burn?



When can I take my baby swimming?



What sunglasses suit my face?



What sunglasses are in style 2015?

TOP DESTINATION CITIES IN THE UK

(In order of popularity)



TOP DESTINATION COUNTRIES

(In order of popularity)

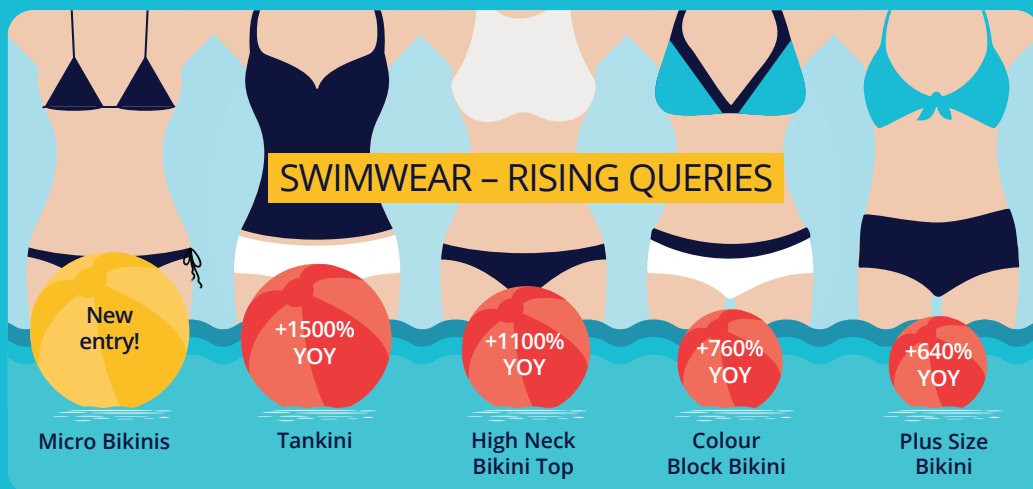


TOP DESTINATION CITIES OUTSIDE UK

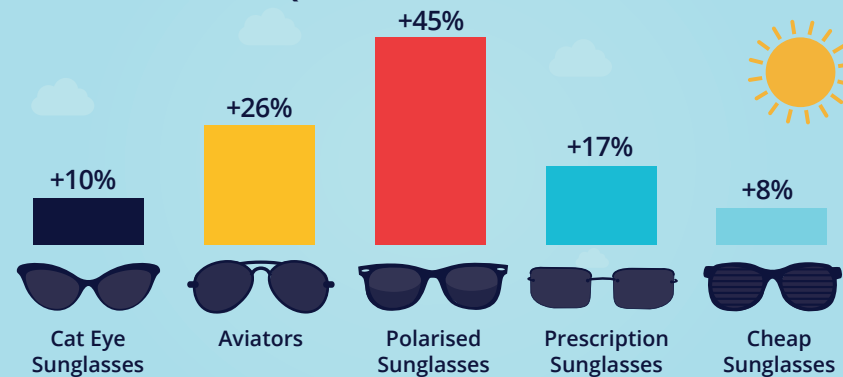
(In order of popularity)



SWIMWEAR – RISING QUERIES



SUNGLASSES – TOP QUERIES



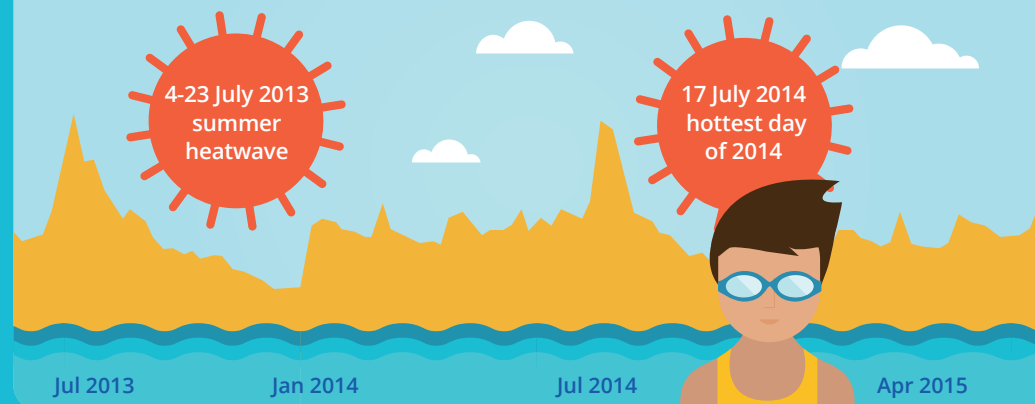
*Numbers represent YOY growth

TANNING & SUN CARE – TOP QUERIES



*Numbers represent YOY growth

SWIMMING TRENDS OVER TIME



TOP SEARCHES FOR TOURIST ATTRACTIONS & DESTINATIONS

(In order of popularity)



BBQ TRENDS OVER TIME

(Google Trends)

