

TOP 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?



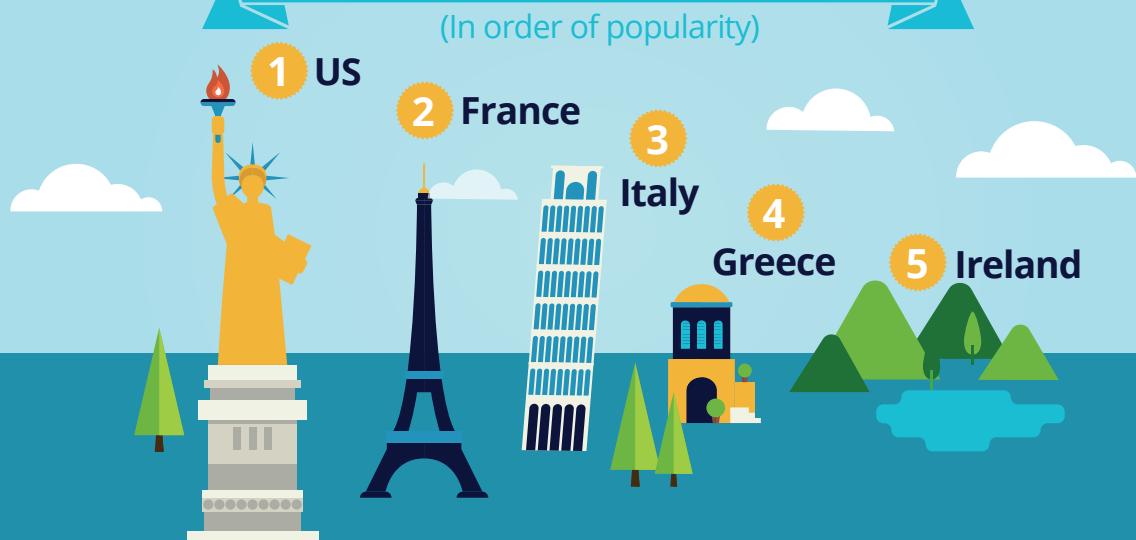
What sunglasses suit my face?



What sunglasses are in style 2015?

TOP DESTINATION COUNTRIES

(In order of popularity)



TOP DESTINATION CITIES OUTSIDE UK

(In order of popularity)

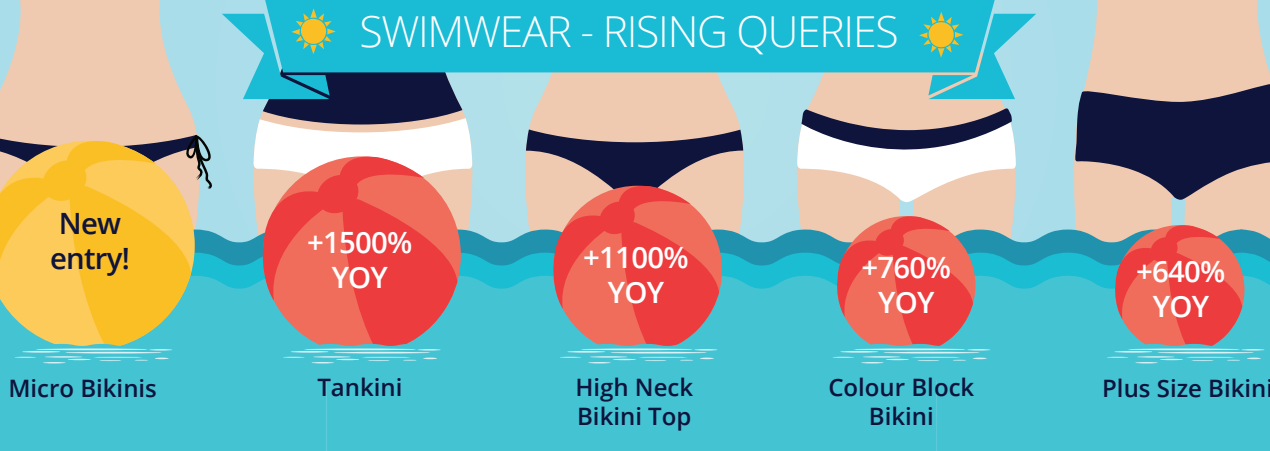


TOP DESTINATION CITIES IN THE UK

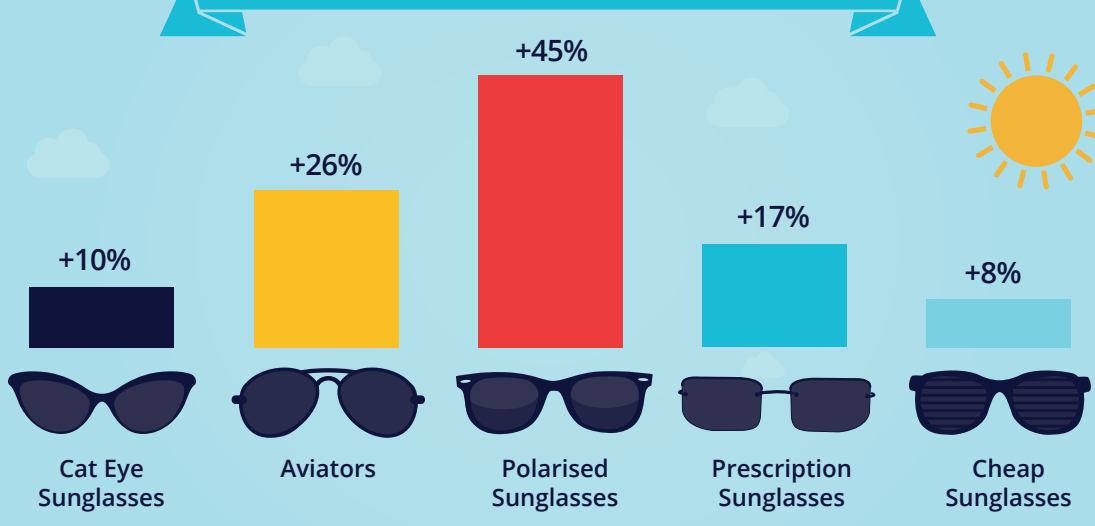
(In order of popularity)



SWIMWEAR - RISING QUERIES



SUNGLASSES - TOP QUERIES



*Numbers represent YOY growth

TANNING & SUN CARE - TOP QUERIES



*Numbers represent YOY growth

TOP SEARCHES FOR TOURIST ATTRACTIONS & DESTINATIONS

(In order of popularity)



SWIMMING TRENDS OVER TIME

4-23 July 2013 summer heatwave

17 July 2014 hottest day of 2014

Jul 2013 Jan 2014 Jul 2014 Apr 2015

BBQ TRENDS OVER TIME

(Google Trends)

bbq garden furniture

4-23 July 2013 summer heatwave

17 July 2014 hottest day of 2014

Jul 2013 Dec 2013 Jul 2014 Dec 2014 Apr 2015

TOP 10

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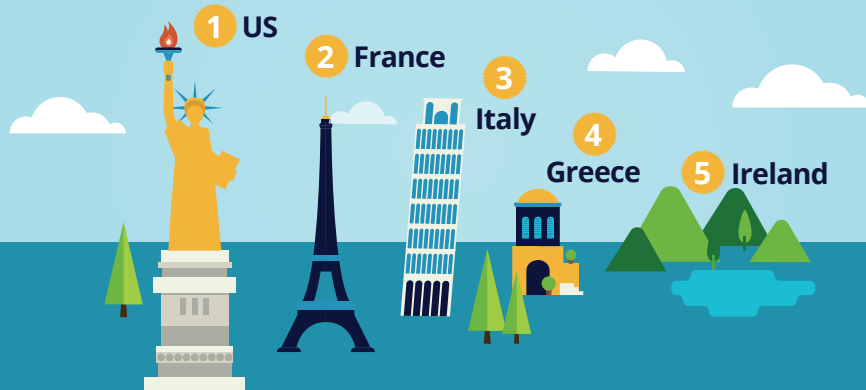
TOP DESTINATION CITIES IN THE UK

(In order of popularity)



TOP DESTINATION COUNTRIES

(In order of popularity)



TOP DESTINATION CITIES OUTSIDE UK

(In order of popularity)



