



Record Black Friday bookings for Destination2 amid affordable luxury travel boom

[Destination2](#) has reported an exceptional surge in Black Friday bookings as its commitment to providing luxury holidays at affordable prices strikes a chord with holidaymakers.

The Chester-based business, which specialises in unrivalled deals on luxury holidays to destinations including [Dubai](#) and [The Maldives](#), saw close to a 30% increase in bookings compared to the previous year.

The performance represents the highest volume of Black Friday bookings ever for Destination2 and marks a milestone for the company as the strongest Black Friday in the company's history.

Destination2's Head of Sales, Betty Bouchier-Hobin, said: "The overwhelming response from holidaymakers this Black Friday highlights the growing demand for affordable luxury getaways among all types of travelers, including families and couples.

"It reflects a strong desire to access luxury experiences that are often seen as unattainable.

"This record-breaking performance for destinations like [Dubai](#) and [The Maldives](#) highlights the importance of offering great value and convenience for these sought-after locations.

"More travellers than ever are taking advantage of Black Friday deals to plan their holidays well in advance, securing their next trip with confidence and ease."

ENDS

Notes to editors

*29% increase in bookings on Black Friday 2024 compared to the same day in 2023.

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About Destination2

Destination2.co.uk is a leading tour operator offering unbeatable deals on luxury holidays to top destinations like Dubai, the Maldives, Thailand, Mauritius, the Caribbean and more.

Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.