



Holiday Cottages

Salience Index 2025



6 Month Report

“ This **report** is a brief run
through of digital
performance for last
6 months in the Online
Holiday Cottages Sector.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
Managing Director
01244 564 501
brett@salience.co.uk



Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Holiday Cottages has seen a 4% increase in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

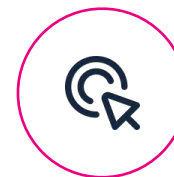
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

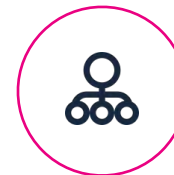
How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01 HOSEASONS 

02  | SYKES HOLIDAY COTTAGES

03  cottages.com

04  coolstays

05 INDEPENDENT 
COTTAGES



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01  holidaycottages.co.uk

02  Last Minute Cottages

03  hot tub hideaways

04  VISIT HAMPSHIRE
CITY • COAST • COUNTRY

05  Dog Friendly
COTTAGES



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
hoseasons.co.uk	1	-	1,071,255	735,118	+46%	+42%
sykescottages.co.uk	2	-	609,496	579,594	+5%	+2%
holidaycottages.co.uk	3	-	312,419	347,599	-10%	-14%
cottages.com	4	-	276,288	222,687	+24%	+20%
forestholidays.co.uk	5	-	230,729	219,506	+5%	+2%
lastminute-cottages.co.uk	6	-	185,541	213,360	-13%	-17%
hottubhideaways.com	7	-	148,618	199,293	-25%	-29%
vrbo.com	8	-	142,276	147,735	-4%	-7%
coolstays.com	9	+1	131,293	103,405	+27%	+23%
visit-hampshire.co.uk	10	-1	105,554	126,044	-16%	-20%
holidaylettings.co.uk	11	-	96,599	101,880	-5%	-9%
aspects-holidays.co.uk	12	+2	95,063	82,230	+16%	+12%
caninecottages.co.uk	13	-	94,680	93,418	+1%	-2%
classic.co.uk	14	-2	88,992	93,475	-5%	-8%
independentcottages.co.uk	15	+5	83,702	64,306	+30%	+27%
centerparcs.eu	16	-1	82,463	81,291	+1%	-2%
simplyowners.net	17	-1	77,011	79,930	-4%	-7%
historic-uk.com	18	-1	72,936	76,729	-5%	-9%
groupaccommodation.com	19	+4	68,236	59,958	+14%	+10%
hometogo.co.uk	20	-2	66,706	75,100	-11%	-15%
originalcottages.co.uk	21	-	55,662	63,140	-12%	-15%
lakelovers.co.uk	22	+3	53,909	58,531	-8%	-11%
simplyseaviews.co.uk	23	-1	51,940	60,665	-14%	-18%
cornishcottageholidays.co.uk	24	-	51,206	58,711	-13%	-16%
sallyscottages.co.uk	25	+1	50,155	48,756	+3%	-1%
walescottageholidays.co.uk	26	+1	48,398	47,285	+2%	-1%
dogfriendlycottages.co.uk	27	-8	41,549	66,674	-38%	-41%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
unique-cottages.co.uk	28	+3	40,523	42,836	-5%	-9%
cornishsecrets.co.uk	29	+6	37,788	39,111	-3%	-7%
big-cottages.com	30	-2	36,548	46,155	-21%	-24%
yorkshireholidaycottages.co.uk	31	+8	34,339	32,630	+5%	+2%
petspyjamas.com	32	-	32,438	42,835	-24%	-28%
dogfriendlyretreats.com	33	-	31,574	42,640	-26%	-30%
2cholidays.co.uk	34	-5	30,781	43,992	-30%	-34%
toadhallcottages.co.uk	35	+1	30,320	38,584	-21%	-25%
coftonholidays.co.uk	36	-2	30,067	39,392	-24%	-27%
menaiholidays.co.uk	37	+1	29,971	35,119	-15%	-18%
norfolkhideaways.co.uk	38	+4	28,722	29,394	-2%	-6%
boutique-retreats.co.uk	39	-2	28,124	37,276	-25%	-28%
coastandcountry.co.uk	40	-	27,839	32,093	-13%	-17%
ruralretreats.co.uk	41	+9	27,112	21,686	+25%	+21%
norfolkcottages.co.uk	42	+1	26,877	28,466	-6%	-9%
cornishhorizons.co.uk	43	-13	26,212	43,163	-39%	-43%
dorsetcoastalcottages.com	44	+2	26,146	25,415	+3%	-1%
sawdays.co.uk	45	+2	23,351	24,658	-5%	-9%
coastalcottages.co.uk	46	-1	21,933	26,721	-18%	-22%
staycotswold.com	47	+2	21,583	22,520	-4%	-8%
cottagesinnorthumberland.co.uk	48	-	21,202	24,003	-12%	-15%
luxurycottages.com	49	+6	20,548	16,731	+23%	+19%
gorgeouscottages.com	50	-9	20,183	29,532	-32%	-35%
kateandtoms.com	51	-7	20,159	27,164	-26%	-29%
uniquehomestays.com	52	+1	18,082	18,832	-4%	-8%
suffolk-secrets.co.uk	53	+1	17,858	18,231	-2%	-6%
premiercottages.co.uk	54	-3	14,921	19,147	-22%	-26%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
holidayathome.co.uk	55	+5	14,261	14,259	-	-4%
swintonestate.com	56	+11	14,033	11,161	+26%	+22%
boltholeretreats.co.uk	57	-1	13,932	16,729	-17%	-20%
westwalesholidaycottages.co.uk	58	+8	13,783	11,448	+20%	+17%
newforestcottages.co.uk	59	+3	13,213	12,817	+3%	-1%
crabtreeandcrabtree.com	60	-3	12,793	16,718	-23%	-27%
marsdens.co.uk	61	-3	12,422	16,428	-24%	-28%
snaptrip.com	62	-10	12,302	18,968	-35%	-39%
dream-cottages.co.uk	63	-2	12,162	12,933	-6%	-10%
stivesholidays.com	64	+4	11,602	10,749	+8%	+4%
lymebayholidays.co.uk	65	-2	11,301	12,638	-11%	-14%
islandcottageholidays.com	66	-7	10,698	15,275	-30%	-34%
manorcottages.co.uk	67	-2	10,192	11,994	-15%	-19%
barnesbrinkcraft.co.uk	68	+4	9,847	9,703	+1%	-2%
oneoffplaces.co.uk	69	+4	9,545	8,996	+6%	+3%
fishersfarmpark.co.uk	70	-1	9,368	10,360	-10%	-13%
cowdray.co.uk	71	+3	9,130	8,138	+12%	+9%
carbisbayholidays.co.uk	72	-2	8,924	10,141	-12%	-16%
bestofsuffolk.co.uk	73	+2	8,882	8,075	+10%	+6%
breconcottages.com	74	-3	8,345	9,858	-15%	-19%
fbmholidays.co.uk	75	-11	8,030	12,442	-35%	-39%
bighouseexperience.com	76	+2	7,498	7,242	+4%	-
dunvegancastle.com	77	+2	7,362	6,725	+9%	+6%
eastnorcastle.com	78	+4	6,970	6,297	+11%	+7%
northwalesholidaycottages.co.uk	79	-3	6,830	7,828	-13%	-16%
handpickedcottages.co.uk	80	+4	6,350	5,782	+10%	+6%
helpfulholidays.co.uk	81	-1	5,921	6,616	-11%	-14%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
lakelandhideaways.co.uk	82	-1	5,827	6,537	-11%	-14%
herdwickcottages.co.uk	83	+2	5,720	5,643	+1%	-2%
isleofmullcottages.com	84	-1	5,343	5,991	-11%	-14%
wildernesscottages.co.uk	85	+3	5,031	4,872	+3%	-
aldeburghcoastalcottages.co.uk	86	+1	4,807	4,876	-1%	-5%
whitby-cottages.net	87	-10	4,658	7,702	-40%	-43%
barefootretreats.co.uk	88	+5	4,485	4,302	+4%	+1%
keeperscottages.co.uk	89	+10	4,383	3,352	+31%	+27%
sweetcombecottages.co.uk	90	+4	4,327	3,909	+11%	+7%
wheelwrights.com	91	+7	4,095	3,373	+21%	+18%
boltholesandhideaways.co.uk	92	+8	4,007	3,297	+22%	+18%
porthlevenholidaycottages.co.uk	93	+2	3,660	3,571	+2%	-1%
shamrockcottages.co.uk	94	+10	3,490	2,920	+20%	+16%
cottageweekend.co.uk	95	-5	3,472	4,726	-27%	-30%
sowerbysholidaycottages.co.uk	96	-	3,408	3,427	-1%	-4%
dioni.co.uk	97	+4	3,195	3,175	+1%	-3%
robinhoodsbaycottages.co.uk	98	-1	3,000	3,419	-12%	-16%
cornwallhideaways.co.uk	99	-7	2,990	4,494	-33%	-37%
suffolkhideaways.co.uk	100	+2	2,960	2,989	-1%	-5%

**Industry
Variance**
+4%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 4% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Award

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
hoseasons	450000	7%
center parcs	246000	6%
cottages	60500	7%
cofton holidays	18100	7%
yorkshire holiday cottages	9900	7%
luxury cottages	3600	5%
cornish secrets	590	13%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
log cabin with hot tub	90500	9%
hot tub breaks	49500	32%
holiday parks	49500	22%
caravan parks	40500	15%
cabins with hot tubs	27100	22%
lodge with jacuzzi near me	27100	7%
self catering accommodation	22200	16%
lake district accommodation with hot tub	18100	30%
lake district jacuzzi lodge	18100	30%
lodges in the lakes with hot tub	18100	30%
lake district holiday accommodation	12100	15%
st ives bay holiday park	12100	15%
log cabins close to me	9900	22%
hot tub stays	6600	41%
weymouth bay holiday park	6600	34%
cabin with a hot tub near me	6600	15%
loch lomond holiday park	6600	23%
dog friendly lodges with hot tubs	6600	15%
holiday lodges dog friendly with hot tub	6600	15%
lodges with hot tubs that allow dogs	6600	15%
new beach holiday park	6600	22%
cabin and hot tub lake district	6600	15%
log cabin with hot tub lakes	6600	15%
log cabin with jacuzzi lake district	6600	15%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
scarborough caravan park	5400	30%
glamping pods lake district	4400	50%
ulwell holiday park	4400	34%
devon hills holiday park	2900	62%
holiday accommodation with dogs	1900	44%
lake district stays with hot tub	880	196%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
holiday cottages	135000	-18%
holiday lettings	40500	-55%
dog friendly cottages	40500	-13%
wales cottage holidays	22200	-6%
cottages in northumberland	18100	-24%
original cottages	18100	-7%
norfolk cottages	14800	-18%
aspects holidays	14800	-6%
rural retreats	12100	-11%
canine cottages	9900	-13%
toad hall cottages	9900	-6%
sallys cottages	8100	-29%
unique cottages	8100	-13%
last minute cottages	8100	-19%
home to go	6600	-19%
coastal cottages	6600	-13%
cornish horizons	6600	-18%
simply owners	6600	-8%
sawdays	6600	-7%
cool stays	6600	-27%
group accommodation	5400	-18%
pets pyjamas	5400	-18%
lake lovers	5400	-13%
coast and country	3600	-23%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
hot tub hideaways	3600	-13%
2c holidays	2400	-23%
menai holidays	2400	-19%
cornish cottage holidays	1900	-11%
gorgeous cottages	1600	-48%
dorset coastal cottages	1600	-25%
dog friendly retreats	1000	-16%
visit hampshire	480	-12%
historic uk	480	-7%
norfolk hideaway	210	-25%
classic co uk	170	-31%
simply seaviews	170	-32%

Receding Products


Receding Products

Keyword	Search Volume	Interest Trend
lodges with hot tubs	165000	-9%
caravan holidays	90500	-13%
cottages that allow dogs	40500	-13%
dog friendly cottages	40500	-13%
cottage with jacuzzi	33100	-8%
cabins in the lake district	18100	-24%
holiday lodges	18100	-24%
log cabins lake district	18100	-24%
dog friendly holidays	14800	-18%
log cabin breaks	14800	-13%
lake district holidays	12100	-24%
log cabin with hot tub near me	12100	-14%
warmwell holiday park	12100	-13%
cheap caravan holidays	12100	-10%
hot tub breaks near me	9900	-33%
cottages lakes district	9900	-12%
hot tub mini breaks	6600	-29%
hot tub weekend breaks	6600	-29%
self catering holidays	6600	-18%
places to stay with hot tub	6600	-17%
cheap hot tub breaks for 2	5400	-49%
dog friendly lodges	5400	-19%
tummel valley	5400	-28%
forest lodges sherwood	4400	-18%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
waterpark holidays	4400	-18%
tummel valley holiday park	3600	-37%
cornish cottages by the sea	2900	-39%
cottage in pool	2900	-37%
edgeley holiday park	1900	-44%
malton grange lodge	1000	-79%

 **Hoseasons** is dominating
the brand search game.

**This is far more than
technical SEO fundamentals,
achieving this requires a full
frontal assault on search.**

Brett Janes
Managing Director

01244 564 501
Brett@saliency.co.uk

[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.


Lindt 

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VALERIE


FLOORINGKING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**