



## HAMBLETON HALL

PRESS RELEASE

### Why Sunday is now the most popular night of the week



[10<sup>th</sup> May 2022] Consumer travel trends shift frequently, especially since the advent of Covid-19 changed the pattern of domestic and international holidays for so many. UK hotels are currently witnessing a dramatic increase in enquiries for Sunday night stays, but what are the key drivers?

Christopher Hurst, Hambleton's general manager explains "We are fortunate to be busy most days of the week because guests typically choose to stay for a special occasion. Having said that, historically weekends have sold out faster than weekdays. A new and interesting trend has been developing recently with Sunday nights becoming more popular than weekends. I think this post-lockdown behaviour reflects a more fluid approach to the working week. Many of our guests are self-employed or senior business people so they have the flexibility to work remotely if necessary."

In five star luxury hotels Sundays might offer better value for money. As Chris confirms; "Sundays appeal to those seeking quality and good value. We don't change our tariff on a Sunday, but the biggest factor is no minimum night stay (which applies on Fridays and Saturdays). The other consideration for us in particular is the consistency of the dining room opening times. Some establishments have not been able to keep their Michelin star or fine dining restaurants open seven days a week due to the labour shortage. In our case, we have only one restaurant and we are able to offer lunch and dinner seven days a week so there is complete consistency."

Find out more about the beautiful rooms and thoughtful packages for your Sunday night stay here:

[www.hambletonhall.com](http://www.hambletonhall.com)



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CHATEAUX

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