# Holidaymakers adopt competitive tactics to reserve sunbeds across Europe



Holidaymakers across popular European destinations continue to engage in increasingly competitive tactics to secure prime sunbed spots, a phenomenon that has sparked significant debate on social media. In recent years, the practice of reserving sunbeds by placing towels, blankets, or other personal items early in the day has escalated, particularly in holiday hotspots such as Spain, Turkey, and more recently, Tenerife.

A recent video circulated on TikTok by user @holidaybestbits captured a novel method employed by guests at a hotel in Playa de las Américas, Tenerife. The footage, taken in the early hours of the morning, shows a group of around a dozen holidaymakers standing in designated spots around an empty pool area, effectively 'reserving' their places ahead of the sunbeds being unloaded by hotel staff. One individual is seen calmly reading a book while holding a spot, exemplifying the determination to secure a sunbed.

The clip sparked widespread criticism from viewers, many of whom appeared to be British holidaymakers commenting on the behaviour. Comments included descriptions of the practice as "pathetic" and "miserable," with some expressing surprise and disapproval that adults would go to such lengths to save sunbed places. One commenter wrote, "Pathetic really. F**\***g grown ups," while another remarked, "This isn't what going on holiday is about... misery." Another viewer shared, "Never ever have I been on holiday and had to do that. May this kind of holiday never find me." The criticisms also touched on the cultural aspect, with one person saying, "All Brits with no respect for others."

The trend of sunbed reservation wars has compelled some hotels to take measures to curb the problem. Some hotels have resorted to hiring security personnel and implementing systems akin to parking tickets to manage sunbed use and prevent the monopolisation of poolside furniture.

Amidst these conflicts, a notable example of a solution comes from the five-star Olympic Lagoon resort in Ayia Napa, Cyprus. This hotel has introduced an innovative sunbed allocation system that assigns guests a specific set of sunbeds for the duration of their stay. This approach has drawn positive attention on TikTok, where users have praised the method for eliminating the need for early reservations and resulting in an orderly and peaceful pool environment.

One TikTok user, 'makingithappen24,' shared a video of the resort’s pool area at 9 a.m., showing rows of empty sunbeds devoid of towels or belongings. The user explained that guests visit a 'towel hut' upon arrival, where they are shown available sunbeds for their stay. Importantly, guests have the flexibility to switch their allocated beds if they find the original spot unsatisfactory. The user stated, "If you don't like that stay, you can actually go back and change it, we did this three times throughout our stay on our holiday," and described the scheme as "absolutely brilliant."

The ongoing sunbed competition reflects broader challenges in accommodating the influx of tourists in popular resorts, as well as varied expectations about holiday experiences. While some predators intensify efforts to secure their preferred spots, others are finding innovative ways to ensure equitable access to amenities. The discussion around these behaviours continues to be a lively topic among holidaymakers and hospitality providers alike.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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