# Uk families flock to South West beaches as affordable holiday searches soar



As holidaymakers in the UK gear up for the summer season, recent statistics reveal a substantial surge in online searches for 'best beaches,' soaring to over 245,000 in the past month alone. This growing interest suggests that families and travellers are actively seeking the perfect coastal retreat. In addition to the desire for idyllic sandy shores, there has been a notable uptick in searches related to 'budget holidays,' underscoring the need for affordable yet memorable getaway options as Brits plan their 2025 trips.

In light of this, Parkdean Resorts has identified five UK beach destinations that serve as economical alternatives to some of the most sought-after international holiday hotspots. Three of these picturesque locations are found within the South West, with Cornwall's enchanting Porthcurno Beach taking the lead.

Porthcurno Beach is celebrated for its stunning white sands and turquoise waters, set against high cliffs that provide a sheltered environment. This south-facing beach is particularly favoured by families, offering a shallow stream on one side ideal for paddling, as well as being a popular spot for surfers seeking winter swells. The surrounding area boasts walking paths with breathtaking coastal views, leading to nearby historical landmarks and attractions, making it an enticing choice for both relaxation and exploration.

Following closely is Camber Sands in East Sussex, which mirrors the appeal of Oregon's Nehalem Bay. Known for its vast sandy expanses and rolling dunes, Camber Sands is touted as a family-friendly destination, perfect for those yearning to enjoy seaside fun without the hassle of transatlantic flights. Parkdean Resorts highlights that breaks at the nearby Camber Sands Holiday Park can be found starting at just £119, emphasising both affordability and accessibility for UK families.

Rounding out the South West offerings is Shell Bay Beach, located in Dorset's tranquil Studland Peninsula. Renowned for its unspoilt beauty, Shell Bay boasts golden sands backed by dunes and heathland, giving visitors a serene escape from the busier tourist spots. The beach commands picturesque views over Poole Harbour, providing a perfect vantage point to watch ships go by. Accessible via the Sandbanks Ferry, this hidden gem captures a nostalgic charm reminiscent of the 1950s, enhancing its appeal as a peaceful retreat for those seeking to unwind.

Also featured as a top beach dupe is Kynance Cove, another lovely location in Cornwall, which rivals the natural beauty of the Dominican Republic’s tropical beaches. Its distinctive horseshoe shape, dramatic cliffs, and sparkling turquoise waters offer a slice of paradise that doesn’t require a long-haul flight. The area's holiday parks, such as Lizard Point Holiday Park, provide convenient accommodation options for potential visitors, with enticing deals available for summer stays.

As budget considerations increasingly dictate travel choices, these chosen beaches offer UK holidaymakers manageable alternatives to far-flung destinations, ensuring families can enjoy quality time by the seaside without incurring excessive travel costs. With enticing discounts available through Parkdean Resorts, there has never been a better opportunity to explore these breathtaking beach destinations.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[5]](https://www.dorsetguide.com/shell-bay-beach/)
* Paragraph 2 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[2]](https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach), [[4]](https://www.visitcornwall.tv/cornwall-visitor-information/cornwall-beaches/porthcurno-beach/)
* Paragraph 3 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[3]](https://www.dorsetguide.com/shell-bay-beach/), [[7]](https://www.dorsetguide.com/shell-bay-beach/)
* Paragraph 4 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[2]](https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach), [[5]](https://www.dorsetguide.com/shell-bay-beach/)
* Paragraph 5 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[3]](https://www.dorsetguide.com/shell-bay-beach/), [[6]](https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach)
* Paragraph 6 – [[1]](https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142), [[2]](https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach), [[5]](https://www.dorsetguide.com/shell-bay-beach/)

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

## Bibliography

1. <https://www.somersetlive.co.uk/whats-on/whats-on-news/south-wests-three-best-uk-10238142> - Please view link - unable to able to access data
2. <https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach> - Porthcurno Beach in Cornwall is renowned for its soft white sands and turquoise waters, offering a sheltered environment due to its south-facing direction and high headlands. The beach is popular among families, with a stream on one side suitable for children to paddle in. It's also a favored spot for surfers and bodyboarders, especially during the winter months when southwest swells provide quality breaks. The surrounding area offers breathtaking views accessible via the South West Coast Path, leading to nearby attractions like Porthgwarra and Treryn Dinas, an Iron Age promontory fort.
3. <https://www.dorsetguide.com/shell-bay-beach/> - Shell Bay Beach, located on the Studland Peninsula in Dorset, is an unspoilt sandy beach backed by dunes and heathland. Managed by the National Trust, the area maintains a 1950s charm, free from commercialism, providing a relaxing environment for visitors. The beach offers picturesque views over Poole Harbour and is a prime spot for watching ships entering and exiting the harbour. Accessible via the Sandbanks Ferry, Shell Bay Beach is a tranquil alternative to more crowded coastal destinations.
4. <https://www.visitcornwall.tv/cornwall-visitor-information/cornwall-beaches/porthcurno-beach/> - Porthcurno Beach is a southeast-facing beach in Cornwall, characterized by fine white sands and turquoise seas, flanked by high cliffs. It's a popular family destination, with a stream on one side suitable for children to paddle in. The beach offers stunning coastal views, including the Minack Theatre to the right and Logan Rock to the left. Facilities include a car park, toilets, and refreshments. Lifeguard services are available during the summer months, and there is a seasonal dog ban from Easter to October.
5. <https://www.dorsetguide.com/shell-bay-beach/> - Shell Bay Beach, situated at the tip of the Studland Peninsula in Dorset, is managed by the National Trust, preserving its unspoilt and commercial-free environment. The beach offers views over Poole Harbour and is a great spot for watching ships passing by. Accessible via the Sandbanks Ferry, Shell Bay Beach provides a relaxing and picturesque setting for visitors seeking a more tranquil coastal experience.
6. <https://www.visitcornwall.com/things-to-do/beaches/porthcurno-beach> - Porthcurno Beach in Cornwall is renowned for its soft white sands and turquoise waters, offering a sheltered environment due to its south-facing direction and high headlands. The beach is popular among families, with a stream on one side suitable for children to paddle in. It's also a favored spot for surfers and bodyboarders, especially during the winter months when southwest swells provide quality breaks. The surrounding area offers breathtaking views accessible via the South West Coast Path, leading to nearby attractions like Porthgwarra and Treryn Dinas, an Iron Age promontory fort.
7. <https://www.dorsetguide.com/shell-bay-beach/> - Shell Bay Beach, located on the Studland Peninsula in Dorset, is an unspoilt sandy beach backed by dunes and heathland. Managed by the National Trust, the area maintains a 1950s charm, free from commercialism, providing a relaxing environment for visitors. The beach offers picturesque views over Poole Harbour and is a prime spot for watching ships entering and exiting the harbour. Accessible via the Sandbanks Ferry, Shell Bay Beach is a tranquil alternative to more crowded coastal destinations.