# Saltburn-by-the-Sea named UK’s most underrated seaside town in Airbnb survey



As interest in remote and unique travel experiences grows, a new survey has highlighted Saltburn-by-the-Sea as the UK's most underrated seaside town. Conducted by Airbnb, the assessment aims to encourage British vacationers to explore lesser-known destinations this summer, positioning Saltburn as a beacon of both serenity and intrigue in North Yorkshire.

Founded in the 19th century by entrepreneur Henry Pease, Saltburn has maintained much of its Victorian heritage, making it a compelling choice for those seeking charm and history. The town's architectural highlights include the picturesque Saltburn Pier, which opened in 1869 and remains the only intact pleasure pier on the North East coast, enduring various challenges over the years. With its stunning panoramic views of the North Sea, Saltburn Pier has echoed the town's historical significance for over a century. Visitors can also enjoy the Saltburn Cliff Lift, established in 1884, which is the UK’s oldest operating water-balanced funicular railway. This remarkable structure, celebrated for its original Victorian design, offers breathtaking vistas as it transports visitors from the town down to the beach.

Airbnb's ranking also includes Whitley Bay, located in Tyne & Wear, known for landmarks such as St. Mary’s Lighthouse, built in 1898. This coastal retreat provides a lovely beach area and an inviting atmosphere for visitors looking to unwind. Additionally, Whitehaven in Cumbria, a historical port town and once the UK's third-largest port, rounds out the list of underrated seaside spots. Today, Whitehaven offers rich historical insights through attractions like The Beacon Museum, allowing visitors to delve into its maritime heritage.

While these three towns shine in the seaside category, Airbnb has also spotlighted other areas worth exploring. Horbury in West Yorkshire has been described as 'this summer's must-visit destination' for its burgeoning food scene, featuring vibrant pubs and small-scale breweries, such as the Luddite Brewing Co. Event invitations encourage guests to enjoy a culinary experience that reflects the region's growing popularity as a food tourism hotspot.

In terms of cultural exploration, the towns of Saltaire, Haworth, and Halifax represent Airbnb’s top picks for enriching experiences. Saltaire, highlighted as the "ultimate destination for 2025," is a UNESCO World Heritage Site harbouring the iconic Salts Mill, where David Hockney's artworks and cultural performances regularly captivate audiences.

Luke Impett, head of partnerships at Airbnb, expressed that the research reveals a burgeoning desire among Brits to break free from the conventional travel narrative dominated by 'Instagrammable' spots. “By highlighting these ten Northern towns and offering guests the opportunity to experience a weekend break themselves,” he stated, “we hope to encourage travellers to explore beyond their algorithm and uncover the rich tapestry of culture, history, and natural beauty.”

As summer approaches, the potential for undiscovered gems in the UK, particularly in Northern towns, becomes ever more appealing. With their mix of historical richness and the promise of quieter, more meaningful vacations, destinations like Saltburn-by-the-Sea encourage a refreshing perspective on the traditional seaside getaway.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.saltburnbysea.com/html/pier.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://en.wikipedia.org/wiki/Saltburn_Cliff_Lift), [[6]](https://www.bbc.com/news/uk-england-tees-14587180)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.visitengland.com/experience/have-traditional-victorian-seaside-experience)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.saltburnbysea.com/html/clifflift.html)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://teesvalley-ca.gov.uk/visit/things-to-see-and-do/activities/saltburn-pier/)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.bbc.com/news/uk-england-tees-14587180)

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

## Bibliography

1. <https://www.dailymail.co.uk/travel/article-14797897/UK-underrated-seaside-town-revealed-saltburn.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.saltburnbysea.com/html/pier.html> - Saltburn Pier, constructed in 1869, is the only remaining pleasure pier on the North East coast of England. Designed by John Anderson, it was the first iron pier in the region and has withstood numerous challenges, including severe weather and collisions. The pier has been a central feature of Saltburn's history, offering panoramic views of the North Sea and serving as a testament to Victorian engineering. Over the years, it has undergone several refurbishments to preserve its structural integrity and historical significance.
3. <https://en.wikipedia.org/wiki/Saltburn_Cliff_Lift> - The Saltburn Cliff Lift, opened in 1884, is the UK's oldest operating water-balanced funicular railway. Spanning a height of 120 feet and a track length of 207 feet, it provides a 71% incline between Saltburn's town and seafront. The lift operates with two 12-person cars, each equipped with a 240-gallon water tank, moving in opposite directions to balance each other. Despite modern updates, the lift retains much of its original Victorian design and continues to be a popular tourist attraction.
4. <https://www.visitengland.com/experience/have-traditional-victorian-seaside-experience> - Saltburn-by-the-Sea offers a quintessential Victorian seaside experience, featuring the UK's oldest operating water-balanced cliff lift, a 600-foot Victorian pier, and picturesque Valley Gardens. Visitors can enjoy traditional fish and chips with sea views, explore the town's rich history, and participate in local events. The town's unique blend of Victorian architecture and coastal beauty makes it a charming destination for those seeking a nostalgic seaside retreat.
5. <https://www.saltburnbysea.com/html/clifflift.html> - The Saltburn Cliff Lift, a Victorian water-balanced funicular, connects the town to the beach, operating on a 71% incline. Each of its two cars, seating 10-12 passengers, is fitted with a 350-gallon water tank. The lift's operation involves filling the upper car's tank to descend, pulling the lower car up, and then pumping the water back to the top. Despite modern updates, the lift retains much of its original Victorian design and continues to be a popular tourist attraction.
6. <https://www.bbc.com/news/uk-england-tees-14587180> - In 2011, Saltburn celebrated its 150th anniversary, highlighting its status as a preserved Victorian seaside town. Founded by entrepreneur Henry Pease in 1861, the town boasts attractions like the UK's oldest remaining water-powered cliff lift. Local historian Paul Menzies likened Saltburn to 'a Beamish on sea,' emphasizing its well-preserved Victorian charm. Despite challenges, the town has maintained its historical essence, offering visitors a glimpse into 19th-century seaside life.
7. <https://teesvalley-ca.gov.uk/visit/things-to-see-and-do/activities/saltburn-pier/> - Saltburn Pier, opened in 1869, is a Victorian iron structure extending 200 meters into the North Sea. Commissioned by the Saltburn Pier Company, it is the only remaining pier in the Tees Valley. Overcoming severe weather and collisions, the pier remains integral to Saltburn's history. In 2009, it was awarded the National Piers Society's 'Pier of the Year' award, recognizing its historical significance and enduring appeal.