

# HOT SPOTS



FLICKR: FINAL GATHER

*Middle Class  
Holiday Destinations*



[www.middleclasshandbook.co.uk](http://www.middleclasshandbook.co.uk)

# HOT SPOTS

## *Middle Class Holiday Destinations*

The Middle Class Handbook is an illustrated field guide to the changing behaviour and tastes of Britain's new middle class tribes, written under the auspices of London-based creative agency Not Actual Size.

At Not Actual Size we use our background in journalism, design and PR to create original brand content that people talk about.

We help brands to start conversations with people like the ones people have with each other – original, quick-witted, fluid and real.

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We find insights in the smallest details and then fold them into research, publishing, events and films that everyone can relate to. It's content that has both longevity and the ability to start new conversations.

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# Ibiza



Flickr: ST33V0

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>7*</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>2</b>

Still conveys a certain youthfulness and bohemianism, if you pick the right part; middle class spotters know that Portinax and Santa Eularia are for grannies and San Antonio remains chavvy despite claims it has "cleaned up".

\*However, likelihood of spurious rumour that a famous person's yacht is moored in harbour = 9.5

# Canary Islands



FLICKR: ERIC BORDA

<b>Implied wealth</b>	<b>3</b>
<b>Makes you seem a bit bohemian</b>	<b>2</b>
<b>Likelihood of seeing famous person</b>	<b>3</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>2</b>

Status implications vary with specific islands. Gran Canaria is the safest, but jealous kudos may accrue from insistence you have a little-known and really nice place in Lanzarote or Tenerife\*.

\*Under no circumstance to be referred to as "the reef"

# Mallorca



FLICKR: HELLEBARDIUS

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>7</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>1*</b>

Status rising as middle-class celebrities locate there (though only more remote locations, preferably on the island's north side, are acceptable). Soller and Deja still rate highly; to be very trendy you should claim to "really enjoy" Palma.

\*Minorca. Especially as Middle class people only write it "Mallorca", NEVER EVER EVER "Majorca"

# Andalucia



FLICKR: TOPRURAL

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>6</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>1*</b>

As in the interior, with trips to Granada and Seville, rather than a hotel in Marbella (the latter is OK, but a little nouveau). Saying you're going to Andalusia signifies an interest in the real Spain of Lorca, Picasso and artisanal chorizo.

\*Marbella. The Middle Classes deal with the Malaga Problem by simply denying its existence

# Cornwall



FLICKR: WOLFIEWOLF

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>6</b>
<b>Eco feel good</b>	<b>7</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

The most popular and jolly location, enjoyed because its food culture and artistic heritage make it feel sort of 1940s-ish and modern at the same time. When locals are willing to play along by peppering the vacationing London bourgeoisie with historically-appropriate insults (“occupier”, “The Enemy”, etc), this period effect becomes even more piquant.

# Norfolk Coast



FLICKR: MARTIN.

<b>Implied wealth</b>	<b>10</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>3</b>
<b>Eco feel good</b>	<b>9</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>7*</b>

Debates continue over whether this or Cornwall is the poshest, but they are pointless; Norfolk takes the crown every time. Only the truly middle class and posh have the sufficient repression to withstand that much wind, cold, rain and flatness.

\*Obviously one isn't talking about Great Yarmouth



# Pembrokeshire Coast



FLICKR: MATTHEW BLACK

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>8*</b>
<b>Likelihood of seeing famous person</b>	<b>0</b>
<b>Eco feel good</b>	<b>8</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

Trendy; the place where the people who initially made Cornwall seem 1940s-ish-and-yet-modern have decamped to now that Cornwall's overrun by people who are A Bit Common. Essential to stay in a cottage.

\*All those ethnic markets you get at local festivals have established dual-language signage as the embodiment of Aspirational Otherness

# Channel Islands



FLICKR: BEECHWOOD PHOTOGRAPHY

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>0</b>
<b>Likelihood of seeing famous person</b>	<b>5</b>
<b>Eco feel good</b>	<b>5</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>10*</b>

For the older and more risk-averse; some people had Roberts Radios before they were fashionable, you know. May also be popular with younger people visiting wealthy friends' parents (and constantly remarking that it's "a bit Stepford").

\* Jersey v Guernsey must be debated elsewhere. And let's not even get onto Sark...

# West Coast & Hebrides



FLICKR: MADCOWK

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>7</b>
<b>Likelihood of seeing famous person</b>	<b>1*</b>
<b>Eco feel good</b>	<b>8</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

Wonderfully remote. Darling little crofters' cottages for rent. Standing stones. Unspoilt beaches. Dramatic lochs. Golden Eagles. Whole islands owned by the National Trust. So thank goodness they've finally got some decent restaurants.

\*Chances of seeing anyone at all slim, unless you are eating at the Three Chimneys on Skye

# Amalfi Coast



FLICKR: WILL CLAYTON

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>5</b>
<b>Likelihood of seeing famous person</b>	<b>2</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>1</b>

Horrendously over-touristed, and attracting a crowd not too dissimilar from the Channel Islands, the Amalfi Coast is now scorned by the young and fashion-conscious middle classes, who lament that they're "disappointed" by the coach parties of vacationers who think they're above package holidays in Sorrento. Staying in Naples is the way to do it now.

# Tuscany



FLICKR: MAARTEN VAN HOOF

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>5</b>
<b>Likelihood of seeing famous person</b>	<b>5</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

A byword for a certain kind of British middle-classness, and now a cliché that looms over all the other great middle class holiday clichés, but Tuscany remains popular. The key is to claim to know an undiscovered corner, or to be staying with Italian friends – although both claims are unlikely to be true.

# Sicily



FLICKR: DAVEHIGHBURY

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>4</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>7*</b>

Scores highly for authenticity, as British middle class people like both the supposed retention of peasant culture, and the possibility that a mafia don might be among you as sip chocolate granita at the breakfast buffet.

\*Only if you have poorly-travelled friends who say, "what's the difference between Sicily and Sardinia again?"

# Sardinia



FLICKR: ROBRYS

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>3</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>7*</b>

The Cornwall of Italy; distinct food and culture within a tradition and country that feels recognizable. Middle class British people particularly enjoy trudging on cobblestones, imagining they are passionate, poetry-writing peasants, before adjourning to a restaurant to eat *amazing* calamari.

\*See note for Sicily

# *Le Marche*



<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>7</b>
<b>Likelihood of seeing famous person</b>	<b>2</b>
<b>Eco feel good</b>	<b>7*</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>2</b>

'Lay Mahr-kay' is the new Umbria, which was the new Tuscany, which... basically it's all shifted east again. Unlike Tuscany, which is just soooo full of expats, this is 'the real Italy'.

\*Only if you stay on an Agriturismo farm



# Montenegro



FLICKR: XJASONROGERSX

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>8</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>10*</b>

Quite hip; probably more hip than actually enjoyable, but for those to whom hipness matters, this is unimportant. Presence of dodgy East European oligarchs lends a certain frisson, in theory at least. Important to stay in friends' villa, not a hotel.

\*In the sense that very few people really know where it even is

# Skiathos



FLICKR: SON OF GROUCHO

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>2</b>
<b>Likelihood of seeing famous person</b>	<b>1</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>4*</b>

More upmarket and laid back than your average Greek island/resort, and essentially for those who love the Greek lifestyle and culture and want somewhere quiet and unspoilt, but can't a) afford to go to the really quiet and unspoilt islands or b) be bothered to mess about with ferries.

\*People might mistake it for a trendier islands with a similar name

# *Santorini*



FLICKR: KLEARCHOS KAPOUTSIS

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>5</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>7</b>

So pretty and, like Mykonos, just a bit trendier than most other Greek islands; appeals to people who like something “a little bit different” but don’t want to risk more inaccessible places. Best for exquisite photographs, and sounds good name-dropped at work, especially when you then have to explain exactly where it is to the less well-travelled.

# Kefalonia



Flickr: IDS.PHOTOS

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>3*</b>
<b>Likelihood of seeing famous person</b>	<b>5</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>6</b>

The island with the poshest reputation and the one you are most likely headed to if you're travelling by yacht. Has an older and more sophisticated air; appeals to people who may describe the colour of the sea as "cerulean" and who, of course, can quote liberally from *Captain Corelli's Mandolin*.

\*x2 if you say "Of course, we liked it much more before *Captain Corelli*"

# Gaudos



FLICKR: MARCOFLIENS

<b>Implied wealth</b>	<b>2</b>
<b>Makes you seem a bit bohemian</b>	<b>10</b>
<b>Likelihood of seeing famous person</b>	<b>0</b>
<b>Eco feel good</b>	<b>4</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

Hard to get to and therefore the most exotic of the Greek islands; for that substantial section of the middle classes that prizes the undeveloped\*, an extremely high-status location; particularly so if you sleep on the beach.

\*Even the official island website is clunky and written in bad English – a surefire guarantee of boho prestige

# South of France



Flickr: MY ALTERNATIVE PHOTOS

<b>Implied wealth</b>	<b>9</b>
<b>Makes you seem a bit bohemian</b>	<b>4</b>
<b>Likelihood of seeing famous person</b>	<b>10</b>
<b>Eco feel good</b>	<b>4</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>5*</b>

The enduring epitome of Euroglam. It doesn't even have to be St-Trop, Cannes or Cap-Martin these days – even Marseille is becoming fashionable now.

\*Be sure to stress that you are on the Cote d'Azur, as opposed to any other part of the Med

# The Dordogne



FLICKR: DYNAMOSQUITO

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>4</b>
<b>Eco feel good</b>	<b>6.5</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>6</b>

Two words – farmers’ markets. Or three – *marches du fermes*. A week should be enough to quash any middle class animal cruelty angst and see you filling the boot of the people carrier with *foie gras du Périgord*. And if everyone sounds like they come from Cambridgeshire, it’s probably because they do.

# Brittany



Flickr: David Humo

<b>Implied wealth</b>	<b>4</b>
<b>Makes you seem a bit bohemian</b>	<b>4</b>
<b>Likelihood of seeing famous person</b>	<b>7*</b>
<b>Eco feel good</b>	<b>8</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>1†</b>

Good for families, and people uneasy with foreignness. Load kids/kitchen sink into the back of the Espace, throw up on ferry, spend a week sheltering from rain with genuine *crêpes* and *cidre*.

\*If newspaper columnists and WH Smiths 2-4-1 authors count

†Britain



# Loire Valley



FLICKR: ELL BROWN

<b>Implied wealth</b>	<b>6</b>
<b>Makes you seem a bit bohemian</b>	<b>5*</b>
<b>Likelihood of seeing famous person</b>	<b>4</b>
<b>Eco feel good</b>	<b>6</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

Self-improvers alert! Usually spotted on wine-tasting weeks, cookery courses, or going from chateau to chateau on a meticulously planned route clutching their *Michelin Green Guide* (French edition, *bien sûr*).

\*Plus points if you do the whole thing by bike and lodge in random farmhouses. Minus points for taking a coach tour

# Dubrovnik



Flickr: LBNA\_NI

<b>Implied wealth</b>	<b>6</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>3</b>
<b>Eco feel good</b>	<b>4</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

Popular with those who want a bit more culture than a beach holiday offers but don't want a full blown city break (well, you're more tired when you get back than when you went!) Cool a decade or so ago, but economy air lines have changed all that – more status accrues if you can claim to have gone there before Easyjet did, and/or you've also been to Split.

# Petrane



FLICKR: M\_REGER

<b>Implied wealth</b>	<b>1</b>
<b>Makes you seem a bit bohemian</b>	<b>10</b>
<b>Likelihood of seeing famous person</b>	<b>6</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

Thanks to the Garden Festival, this is perhaps the best-known centre on the fashionable Croatian coast for young and, ahem, young at heart, folk who like clubbing and bar life. Trendy, though problematic as those who have already been will groan and say the action has moved up or down, or deserted the mainland altogether for a hard-to-reach island.

# Cyprus



Flickr: pcreate

<b>Implied wealth</b>	<b>3</b>
<b>Makes you seem a bit bohemian</b>	<b>2</b>
<b>Likelihood of seeing famous person</b>	<b>6</b>
<b>Eco feel good</b>	<b>4</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>5</b>

The Greek half is so primed for tourism, all guests need do for a week is move from pool to hotel room to restaurant to beach and back to pool. If they adventure to the Turkish-occupied North instead they can enjoy empty beaches and the frisson of Gap Year-style rogue state exploration instead.

# The Algarve



FLICKR: LELE3100

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>4*</b>
<b>Likelihood of seeing famous person</b>	<b>9</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

Tan-tastic. Golf, marinas, five-star hotels, premiership footballers... and Cliff Richard's vineyard. If that all sounds a bit *nouveau riche*, there's also scope for pondering the interesting rock formations instead.

\*Only if you genuinely are looking at rock formations

# Madeira



FLICKR: JOAO MAXIMO

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>4</b>
<b>Likelihood of seeing famous person</b>	<b>5</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>2*</b>

Island life. Famous for flowers, cake and fortified wine, not to mention maiden aunts who like all of those things.

\*It's not a Canary Island. It's part of Portugal

# Mediterranean Cruise



FLICKR: SHAGGYSH00

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>0</b>
<b>Likelihood of seeing famous person</b>	<b>3*</b>
<b>Eco feel good</b>	<b>0</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>0</b>

One either loves them (“you can’t judge them en masse”) or loathes them (“I wouldn’t go on a bloody cruise if you paid me”). One great advantage is that they tick off many places in one trip, thus making passengers “well-travelled”, which is important in the world of competitive holiday-making.

\*Assuming Bobby Davro is performing in the lounge

# Lycian Coast



FLICKR: I WAS IN TURKEY

<b>Implied wealth</b>	<b>8</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>4</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>1</b>

The middle class way of doing Turkey, avoiding the heavily touristed places (nb: Olu Deniz is OK for an activity such as paragliding, diving etc). The trouble is, some people don't know enough about Turkey to know the difference. For maximum status, do little-known ancient ruins "(It's what people think Greece will be like") on a gulet cruise.



# Turkbuku



FLICKR: YILMAZ OVUNG

<b>Implied wealth</b>	<b>6</b>
<b>Makes you seem a bit bohemian</b>	<b>7</b>
<b>Likelihood of seeing famous person</b>	<b>2</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>3</b>

If you must do Bodrum\*, Turkbuku has a certain kudos because it is popular with actual Turkish people – mainly middle-class people from Istanbul who own summer houses. They might resent the British muscling in, but never mind.

\*To be fair, there are other nice places too. Saying “we found this lovely little fishing village” will impress, but get the photos to prove it

# Bulgaria



FLICKR: SASHOMASHO

<b>Implied wealth</b>	<b>5</b>
<b>Makes you seem a bit bohemian</b>	<b>7</b>
<b>Likelihood of seeing famous person</b>	<b>0</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

The Black Sea coast, like Turkey, has been boosted by Bulgaria not being in the Eurozone; once being badly-off was rebranded as “doing austerity”, making you sound smart and a maker of interesting choices. Nowadays the coast is just the Costa del Sol with worse food, but specifying a walking holiday in the mountains restores kudos.

# Stockholm Archipelago



FLICKR: PER OLA WIBERG - POWI

<b>Implied wealth</b>	<b>9</b>
<b>Makes you seem a bit bohemian</b>	<b>9</b>
<b>Likelihood of seeing famous person</b>	<b>5*</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>10</b>

Big with the fashionable middle classes for some time, now more so thanks to Scandi-crime. Trad sun seekers may say “*Sweden? Isn’t it cold?*”, but to those holidaying in a bargain summer house from Owners Direct, such ignorance is almost worthy of – yes – *the working class*.

\*Likelihood of hearing someone say “It’s very *Wallander*, isn’t it?” 10

# Ile de Ré



FLICKR: NACH-

<b>Implied wealth</b>	<b>9</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>7</b>
<b>Eco feel good</b>	<b>5</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>5</b>

Even if you hadn't heard of a clapboard gîte until a year ago, you will sigh in a superior tone at anyone unguarded enough remark, 'I've always wondered where exactly that is.' You can see Fort Boyard from the shore: do mention it's use as a location in the 1967 Alain Delon film *Les Aventuriers*; do not mention the 1990s game show starring Melinda Messenger.

# Essaouira



FLICKR: NIKOS MOUMOURIS

<b>Implied wealth</b>	<b>6</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>7</b>
<b>Eco feel good</b>	<b>1</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

Less obvious than Marrakech so makes you seem more interesting, although the snooty Elle Deco reader may sneer at johnny-come-latelies banging on about Villa Maroc. For aspirational middle-class people serious about holiday one-upmanship, it is of course essential to stay at a riad rather than a hotel.

# Tavira



FLICKR: DUBAS

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>1</b>
<b>Eco feel good</b>	<b>2</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>3</b>

Estuarine culture, an indigenous breed of show dog, fish and chips, ancient churches and sad relics of bygone maritime culture: this stretch of the Portugese draws Brits keen to set their own holidays quite apart from the central Algarve mainstream. Being a wetlands reserve, it's also a twitcher's paradise – imagine Springwatch, but with flamingos.

# Fjord Cruise



FLICKR: CLATIEK

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>7</b>
<b>Likelihood of seeing famous person</b>	<b>2</b>
<b>Eco feel good</b>	<b>3</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>7</b>

Put the f-word before “cruise” and it instantly neutralizes all unpleasant associations and Simon Cowell putdown power. If there’s a flicker of doubt in a sceptic’s eyes, make sure by saying “You haven’t seen the Hardangerfjord until you’ve seen it from the water.” or “Cloudberry are especially sumptuous when you pluck them from the river’s edge”.

# Manchester Ship Canal



FLICKR: DAVE HAMSTER

<b>Implied wealth</b>	<b>4</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>0</b>
<b>Eco feel good</b>	<b>6</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

The actual kids go mad for the concept, and the “cool kids” have embraced the narrowboat as a symbol of old-time arts-and-crafts Englandana. Gulp down the consequent enhancements to already-impressive summer holiday fees and only the locks, the weather and the fact of being trapped with your family can get in the way of the perfect holiday.



# Northumberland Coast



Flickr: DICK PENN

<b>Implied wealth</b>	<b>7</b>
<b>Makes you seem a bit bohemian</b>	<b>8</b>
<b>Likelihood of seeing famous person</b>	<b>0</b>
<b>Eco feel good</b>	<b>10</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>9</b>

With winds like this, Outstanding Natural Beauty is best seen on the move. The Pennines may be a walkers' paradise\*, but – like the local red squirrel since the introduction of the grey – beardy old hikers are increasingly under threat from beardy young cycling gearspotters.

\* There's actually a town called Amble there! Marvellous.

# Cappadocia



FLICKR: MYHSU

<b>Implied wealth</b>	<b>6</b>
<b>Makes you seem a bit bohemian</b>	<b>6</b>
<b>Likelihood of seeing famous person</b>	<b>1</b>
<b>Eco feel good</b>	<b>6</b>
<b>Unlikely to be confused with nearby but less prestigious location</b>	<b>8</b>

True, no one spends a full week amid the famous fairytale chimney rocks and caves. However, a trip here, taking in a hot-air balloon ride and a stay in a cave hotel, adds cultural veneer to a week otherwise spent on touristy beaches. Liberals may also add a stay in Istanbul in which they will come to appreciate the rich history of the real Islam etc etc.