

Location Checklist: Finding Your Perfect UK Holiday Home Investment

Buying a second home, whether for personal holidays or as a commercial holiday let, is one of the biggest decisions you will make. The location is the **single most important factor** that will determine your enjoyment and your financial return.

Use this checklist to score and compare potential locations for your UK second home or holiday let investment.

10 Key Factors for an Investment Location

An ideal location will perform strongly across both personal appeal and commercial viability.

#	Location Factor	Why it Matters (Personal & Let)	Investor Checkpoint
1	Proven Tourist Demand (Occupancy)	High and consistent visitor numbers mean high potential occupancy rates and a more robust year-round income for a let. For personal use, it means a more vibrant local area.	Research local average occupancy rates and annual visitor numbers . Look for 'honeypot' locations (e.g., Lake District, Cotswolds, Cornwall).
2	Accessibility & Transport Links	Easy access is vital for attracting short breaks (e.g., weekends). Good road/rail links reduce travel time for both you (personal use) and paying guests.	How close is the nearest major road, train station, or airport? Is there on-site parking for the property?
3	Year-Round Appeal	Locations with attractions beyond just summer (e.g., historical sites, walking trails, Christmas markets, festivals) sustain bookings during off-peak seasons.	Visit the location in a quieter season (e.g., November or February). Do the key amenities and attractions remain open?
4	Local Amenities (Walkability)	Guests highly value convenience. Being within a short distance of pubs, restaurants, shops, and	How far is the nearest quality pub, convenience store, or popular local attraction?

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		attractions is a major selling point.	Assess the walkability score .
5	Competition & Saturation	Too many holiday lets in one area can dilute demand and lower prices. Conversely, too few may indicate low tourist interest or local restrictions.	Research the number of existing holiday lets/Airbnbs. What is their average nightly rate and review score ? Is there a niche you can fill?
6	Local Regulations & Planning	Some local authorities are introducing restrictions or higher taxes on second homes or short-term lets, which can directly impact your profitability.	Check the local council's policy on Council Tax for Second Homes and any new Short-Term Let Registration or Licensing Schemes (especially in Scotland and Wales).
7	Potential for Capital Growth	The prospect of the property increasing in value over time is crucial for your long-term return on investment (ROI) and future exit strategy.	Research house price growth trends in the specific town/village versus the regional average over the last 5-10 years.
8	Target Audience Fit	Your chosen location should align with your target renter. A remote cottage attracts walkers/couples; a city flat attracts business travellers/young groups.	Who is the dominant type of visitor? Are you catering to families (near beaches/parks) or adults (near fine dining/walking routes)?
9	Management Proximity (Your Home)	If you plan to self-manage, a shorter drive or train ride will save you significant time, money, and stress for changeovers and maintenance.	What is your personal travel time to the property? If it's over 2 hours, budget for a local cleaner, handyman, or a full management company.
10	Unique Selling Points (USPs)	The location itself should offer something special that	Does the location offer sea views , proximity to a

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		allows you to charge a premium and consistently secure bookings.	National Park , access to a Blue Flag Beach , or a world-famous landmark/event ?

 **Action Points for Your Location Research**

- **Visit at Different Times:** Go during the peak season *and* the off-season to experience the area's true atmosphere and determine its year-round appeal.
- **Check Letting Portals:** Use sites like Airbnb, Booking.com, and Sykes Cottages to see pricing and occupancy for comparable properties in the area.
- **Speak to Locals:** Talk to local shop owners, estate agents, and property managers to gauge the level of tourist footfall and the general sentiment towards holiday lets.