The 20 best-value holiday destinations in 2025

From Turkey to Thailand, Madrid to Morocco, these lovely spots promise to tick all the boxes without breaking the bank

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09 February 2025 11:00am GMT

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Under-the-radar Puglia, in the heel of Italy, offers more value for money than other parts of the country Credit: Getty

Good value doesn't always mean low cost. And the definition of good value can be subjective. You might spend a lot of money on a top-notch hotel but find value in the complimentary on site activities and superb location, or in the high-end toiletries and lavish breakfast. Or perhaps none of this matters to you as much as the savvy local recommendations from the knowledgeable in-house concierge.

The same is true of destinations. There's no point scrimping on a stay in a mediocre place when you can hunt out a region where your money will go further on the aspects that are important to you, with no compromise on standards or enjoyment.

There are some obvious rules to follow when it comes to finding value for money. Pick a destination that is well served by low-cost airlines for the best chance of bargain fares. And look at what the big tour operators offer when it comes to accommodation packages.

Destinations such as Lanzarote, which are well served by budget airlines, offer high value Credit: getty

Self-catering or B&B might work well in a country where the pound is strong and eating out is cheap, but an all-inclusive rate where food and drink is covered can offer value that is second to none – especially for families.

To make your money go further, you clearly need to avoid the busiest travelling times. The shoulder season months of June and September usually offer best value, but if you are locked into the school holidays, you will find that prices dip in the second half of August. And the key to finding good value is to retain a healthy scepticism: if prices are rock bottom, there will be a reason – and it's often the risk of poor weather. A good value holiday doesn't equate to a cheap week in the rain.

We've put together a round-up of 20 destinations that go the extra mile when it comes to great value – whether it's an action-packed week in the French Alps, a white-sand break in the Caribbean, a poolside stay at a villa or a culture-filled city break in Europe. Read on to find out how to maximise value for minimal outlay.

Unless otherwise stated, prices are per person for seven nights, including flights and transfers based on the departure dates quoted, and are subject to availability.

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1. Madrid

Once the exclusive preserve of the Spanish royal family, Parque del Buen Retiro in Madrid has been public property since the late 19th century Credit: Getty

With its alluring architecture, beautiful parks and world-class art, this Spanish city is among the best value of Europe's capitals, from getting around on its public transport system to eating out in its newly smartened restaurants, street cafés and bars. Its great museums – including the Prado and Thyssen-Bornemisza and Reina Sofia – offer free admission periods too.

Book it

British Airways (0344 493 0787) offers a three-night stay at five-star NH Collection Paseo del Prado, ideally located near the Prado and Thyssen-Bornemisza Museums, in central Madrid. From £272, room only, based on a superior room, excluding transfers.

2. French Alps

The four-star Résidence Anitéa in Valmorel in the French Alps Credit: Pierre Jacques

Summertime holidays in the French Alps offer great value for money for those who are happy to jump in the car for a self-drive, active break. Valmorel in the Massif de la Tarantaise has low-rise chalet-style accommodation, with lots of family-friendly activities revolving around its swimming pool, river rafting, leisure park and hiking trails.

Book it

Peak Retreats (023 9283 9310) offers a seven-night stay in the four-star superior Résidence Anitéa in Valmorel, near the resort centre, from £275 self-catering based on four sharing a two-bedroom apartment, including DFDS return Dover-Calais ferry crossing.

3. Portugal

An aerial view of Cascais Bay on the Atlantic coast of Portugal Credit: Getty

Forget the pricey Algarve. Instead head to the beach resorts and towns of the Costa Verde and Minho regions of northern Portugal (served by flights to Porto airport), where villas near sandy beaches with private pools come at lower prices than those in the south. The region's excellent restaurants offer inexpensive local seafood too.

Book it

Vintage (01954 261 431) offers seven-night stays at Casa Nova de Gale, a renovated villa sleeping six with a private pool in Moledo do Minhol. Local outings include the seaside town of Caminha with its market and cafés. From £387, including flights to Porto and car hire.

4. Turkey

Turkey's Turquoise Coast is underrated and affordable Credit: Getty

This is a country that has long offered good value when it comes to eating out and getting around. Dalaman on Turkey's south-west Turquoise Coast, with its sandy beaches, lively nightlife and activities in the Babadag Mountains, is a region that particularly stands out for affordability.

Book it

First Choice (0203 451 2690) offers stays at four-star Oludeniz Blu Luxury Unique Hotel in Olu Deniz, a low-key retreat with a small spa and poolside bar, within 15 minutes walk of the resort's Blue Flag beach, shops and restaurants. From £471 B&B.

5. Crete

Chania's Venetian harbour is a pleasant place to be Credit: Getty

The wide choice of low-cost airlines serving Heraklion and Chania from the UK means there are plenty of good-value flights to Greece's largest island. And because of its southerly position, it has a long season, making it a great bet for early and late sunshine away from the peak summer months.

Book it

Olympic Holidays (020 8492 6868) offers seven nights at the four-star Minos Mare Hotel on a sandy beach in Platanias near Rethymnon on the island's north coast, with two pools and nearby water sports. From £590 all-inclusive based on an inland-view room.

6. Morocco

Agadir beach in Morocco makes for a great bucket and spade getaway Credit: Jan Wlodarczyk/Alamy Stock Photo

For warm sunshine at a competitive price, it's worth looking beyond Marrakech to the country's inexpensive coastal resorts, where beachside hotels lie within a four-hour flight. Agadir on Morocco's south-west shores, overlooked by the remains of a 16th-century hilltop Kasbah fortress, has long, sandy stretches and lively nightlife.

Book it

EasyJet Holidays (0330 551 5165) offers seven nights at four-star Dunes d'Or Ocean Club with three pools, kids' clubs (for four to 12 years), a spa, four restaurants and a beachfront location. From £634 all-inclusive.

7. Tenerife

The Costa Adeje Palace hotel in Tenerife Credit: Costa Adeje Palace

The bars and restaurants are particularly good value on this popular island, and the large resort hotels offer reams of onsite facilities, including waterparks and kids' clubs, making it a good choice for families who want to get value from their stay and avoid the cost of expensive excursions.

Book it

Jet2 Holidays (0800 408 078) offers seven nights at the four-star H10 Costa Adeje Palace by Playa L'a Enramada beach in the La Caleta area of Costa Adeje, with kids' clubs, splash park, spa, playground and three restaurants. From £691 half board. Departing on May 20 2025.

8. Cyprus

Simple Cypriot retreats such as the two-star Souli Hotel, pictured here, are a good bet for good value sunshine Credit: Souli Hotel

The island's south coast offers a raft of sandy beaches and lovely hotels, but it's in the north-west of this island where you can find the best value. This quiet, unspoilt area of the Akamas Peninsula – with its string of low-key fishing village resorts – offers a selection of affordable, family-run hotels with modest restaurants and access to scenic walking trails.

Book it

Sunvil (020 8758 4758) offers a seven-night stay at two-star Souli Hotel, a simple retreat on Latchi's shingly beach with swimming pool and tennis court, within easy reach of local bars and tavernas. From £755 B&B.

9. Gozo

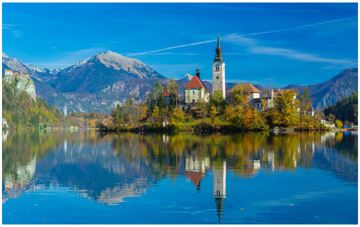
The small island of Gozo packs a punch as a holiday destination Credit: Getty

Malta's affordable little sister is not short of dramatic coastal scenery. Base yourself here for an affordable week of relaxed walking past rocky bays, hidden coves, quiet valleys and ancient Neolithic sites including the Ġgantija Temples near Xagħra. Save on the cost of car hire by making use of the island's efficient local bus service.

Book it

Inntravel (0333 038 5642) offers the seven-night Gozo's Coastal Trails from £790 B&B, including taxi and ferry transfers from Malta airport to the start hotel on Gozo, a seven-day local island bus pass and two dinners. Ryanair flies from Stansted and regional UK airports to Malta from £30 return.

10. Slovenia



Lake Bled in Slovenia, which offers great value for outdoor activities Credit: Getty

With its spectacular lake and mountain landscapes, this affordable country offers great value for outdoor activities, whether gentle strolls along woodland pathways or more challenging trails in the Triglav National Park. Head to Lake Bled for glorious walking itineraries along its shore and through the gentle pastureland of the Pokljuka Plateau.

Book it

Inghams (01483 319597) offers a seven-night stay at three-star Hotel Astoria near the lakefront and the resort's medieval castle, including two guided walks, free use of the hotel's bikes and a three-hour session in the hotel's sauna park. From £839 B&B.

11. Bulgaria

Sunny Beach is an expansive resort on Bulgaria's Black Sea coast Credit: Alamy

In terms of value for money, Bulgaria takes some beating. The resort of Sunny Beach near Bourgas, on the shores of the Black Sea in the south-east corner of the country, has a swath of good-value hotels and apartments adjacent to non-tidal water where shallow gradients are well-suited to families with young children.

Book it

Balkan Holidays (0207 543 5555) offers stays at five-star Barcelo Royal Beach Hotel and Residence, close to the resort's sandy beach, with three pools (two outdoor), kids' club, play area and spa with hammam. From £877 all-inclusive.

12. Southern Italy

Alberobello is renowned for its distinctive trulli homes Credit: Matteo Colombo

Puglia, the under-the-radar region in Italy's heel, offers prices which are more affordable than in honeypot areas farther north. With its long, sandy coastline overlooking the Adriatic to the east and Ionian to the west, its white-washed towns and villages, characterful Trulli architecture and excellent regional food, it's perfect for relaxed touring by bike.

Book it

Headwater (01606 720199) offers the seven-night Cycling the Heel of Italy – Alberobello to Lecce, taking in Ostuni, Avetrana, Gallipoli and Santa Maria di Leuca, before heading back to Lecce via Otranto. From £909 B&B including one meal, bike hire and luggage transfers. Ryanair flies from Stansted to Bari from £41 return.

13. Albania

Albania is often overlooked in favour of Greece and Montenegro, but it has much to offer Credit: Getty

Sandwiched between Greece and Montenegro, this country has a rich heritage and diverse cultural sights which come at a lower price tag than its better-known neighbours. Eating out is good value with a cuisine which draws on Mediterranean flavours and locally produced wines, and the Unesco-protected cities of Berat and Gjirokastër retain their exotic Ottoman-era architecture.

Book it

Newmarket Holidays (0330 818 4466) offers a seven-night Classic Albania – Land of the Eagle tour, taking in the capital Tirana, plus tours of coastal Vlorë and Ali Pasha Castle on the Albanian Riviera. From £991 including some meals. Departures between April and October.

14. Baltics

Vilnius, the capital of Lithuania, is among the attractions of the Baltic countries Credit: Getty

The Baltic countries of Lithuania, Latvia and Estonia offer a combination of reasonably priced hotels, restaurants and public transport. Mix the three for an affordable foray of atmospheric capital cities awash with medieval, Baroque and Gothic architecture.

Book it

Regent Holidays (01174 535461) offers a nine-night Essential Baltic Capital Cities tailor-made tour, which starts in Lithuania's capital, Vilnius, before moving on to Riga in Latvia, and then ending up in the Estonian capital of Tallinn. Transfers are by local coaches, and three nights in each provides a chance to take in the markets, museums and restaurants. From £1,195.

Long-haul

15. Thailand

Wat Benchamabophit, also known as the Marble Temple, is a popular spot for sightseers visiting Bangkok Credit: Getty

High standards of accommodation come at astonishingly affordable prices in Thailand, and its tasty street food is famously easy on the wallet. A great choice for a fly-and-flop beach break or a cultural tour, or for combining the two.

Book it

Trailfinders (020 7368 1317) offers an 11-night Thailand City and Beach holiday,