



## Protect yourself from Holiday fraud: don't let fraudsters trip you up this summer.

People looking to snap up online holiday deals ahead of the summer are being warned to stay extra alert and do their research before booking their getaways, as new data reveals victims lost a total of over £11 million to holiday fraud last year.

Action Fraud, the national fraud and cybercrime reporting service, has launched a [holiday fraud campaign](#), urging the public who are looking to snap up their next holiday deals online to look out for suspiciously enticing offers online, including on social media, and do their research before booking their getaways.

New data shows there were 6,066 reports of holiday fraud made to Action Fraud last year, with July recorded as the highest month of reporting with 647 reports.

Holiday makers lost a combined total of £11,183,957 in 2024, which is comparatively less than the £12.3 million lost in 2023. Despite, the drop in reported loss, the average loss per victim remains at similar levels, with £1,851 the average in 2023 and £1,844 in 2024.

### What can you do to protect yourself from holiday fraud?

**Check the travel company is legitimate:** about to book a holiday? Do some research first to check that the company is legitimate, especially if you haven't used them before. Use consumer websites, or reviews from people (or organisations) that you trust. **Look for the logos:** look for the [ABTA](#), [ABTOT](#) or [ATOL](#) logos on the company's website. If you're unsure, you can use the links below to verify membership:

- ABTA - <https://www.abta.com>
- ABTOT - <https://www.abtot.com/abtot-members-directory/>
- ATOL - <https://www.atol.org>

**Use a credit card to pay:** use a credit card for payments (if you have one). Many of these protect online purchases as part of the [Consumer Credit Act](#). **Only provide required details at checkout:** when making your payment, only fill in the mandatory details (often marked with an asterisk) such as your address. Unless you think you'll become a regular customer, **don't** create an account for the store. **Keep your accounts secure:** create a strong and unique password for your email. If 2-step verification is available, always enable it. **Watch out for suspicious links:** whether it's in an email or social media post, be wary of promotions for unbelievably good holiday offers. If you receive a suspicious email, report it by forwarding it to: [report@phishing.gov.uk](mailto:report@phishing.gov.uk)

Find out how to protect yourself from fraud:  
<https://stopthinkfraud.campaign.gov.uk>

**If you've lost money or provided your financial information to someone, notify your bank immediately and report it to Action Fraud at [actionfraud.police.uk](https://actionfraud.police.uk) or by calling 0300 123 2040. In Scotland, call Police Scotland on 101.**



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