

**Are you thinking about  
this year's holiday?  
In this country?  
Or abroad?**



**... or Never Never Land?**



[www.getsafeonline.org](http://www.getsafeonline.org)

Most of us look forward to an annual holiday or short break which, more often than not, we find and book online.

But fraudsters also love the internet. They use fake websites, listings, emails, advertisements, social media posts and texts – and also phone calls – to trick you into paying for a holiday or other travel to Never Never Land. In other words, it simply doesn't exist.

To help save you from losing your holiday *and* your money, we've put together some expert tips on safely searching and booking holidays and travel with confidence.

## Don't end up in Never Never Land

- **Thoroughly research** your package holiday, flight, accommodation, cruise, pilgrimage or other break/travel to make sure it's authentic.
- **Be wary** of unusually cheap holidays/flights or high deposits.
- **Check that accommodation actually exists** by finding it on Google Maps and looking for independent reviews and recommendations. Make sure there's a phone number, and call the owner/agent directly to try to ascertain if the person you're booking the holiday with is authorised to sell it to you. If the number isn't provided, email and request it. Ask questions to see if they have knowledge of the area.
- **Check reviews** on TripAdvisor or similar sites.
- **If you're booking accommodation via Airbnb**, always keep communications and payment on the Airbnb platform, and don't be tempted off it as this may indicate an attempt at fraud. **Read Airbnb's safety advice for guests.**
- **Never pay by bank transfer** to a company or person you haven't had personal experience of buying from previously. If it's a fraud, you may never get your money back. **Paying by credit card** means more chance of getting your money back if something goes wrong.
- **Check that travel agents and tour operators** you book holidays and travel through are **members of trade associations** such as ABTA or ATOL, by checking on these bodies' websites.
- **Enter the address of the website** you plan to book a holiday through, at [www.getsafeonline.org/checkawebsite](http://www.getsafeonline.org/checkawebsite) to check if it is likely to be legitimate or fraudulent.
- **Check terms and conditions** prior to making any payment.
- **Before paying online or providing any confidential details**, type in the website address you know to be correct (instead of following a link) and ensure the payment page is secure (begins with 'https' and has a locked padlock in the browser window frame).
- **Keep confirmations and payment receipts**, and check bank / credit card statements for irregular entries.

If you lose money to fraud, always **report it immediately** to your bank, as this will increase your chance of getting your money back and the fraudster being traced. Also report it to Action Fraud, the UK's national fraud and cybercrime reporting centre, on **0300 123 20 40** or at [www.actionfraud.police.uk](http://www.actionfraud.police.uk). In Scotland, report fraud to Police Scotland by calling 101.

# Get Safe Online

Get Safe Online is the UK's leading source of information and advice on online safety and security, for the public and small businesses. It is a not-for-profit, public/private sector partnership backed by law enforcement agencies and leading organisations in internet security, banking and retail.

For more information and expert, easy-to-follow, impartial advice on safeguarding yourself, your family, finances, devices and workplace, visit [www.getsafeonline.org](http://www.getsafeonline.org)

If you think you have been a victim of fraud, report it to **Action Fraud** at [actionfraud.police.uk](http://actionfraud.police.uk) or by calling **0300 123 2040**. If you are in Scotland, contact **Police Scotland** on **101**.



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