

Nothing beats a 'Pet Too Holiday'!

Britain's first pet travel agent opens its doors as demand for pet-friendly travel soars



'Pet Set Go', Britain's first pop-up travel agency for adventurous pets by Carnilove, opens in Chipping Norton, The Cotswolds, to help pet owners find their perfect holiday.

3rd JUNE 2026, LONDON – With pet-friendly holidays experiencing a boom in interest, Britain's first pet travel agency has today opened to the public in Chipping Norton. Pioneered by Carnilove, the food for adventurous pets, 'Pet Set Go' will offer inspiration and expert advice for the growing number of pet parents looking to holiday alongside their four-legged friends this summer, rather than leaving them at home.

New research from Carnilove suggests nearly half of dog owners (46%) and even 26% of cat owners intend to take their pet with them on holiday this summer. More than half (54%) decide to holiday with their animal companions simply because they enjoy their company, while 39% feel happier knowing they've given their pet a brand-new experience. Half of pet parents (52%) are planning travel based on their animal's needs, while 37% of cat or dog-owning parents consider their pet's needs to be just as important as their children's when planning a getaway.

With stricter rules on pet travel to the EU coming into force earlier this year, 23% admit they may have to rethink their plans, with 39% stating hassle and cost (52%) as the main concerns. A further 26% of travelling pet owners even go as far as to say they are scrapping international holiday plans altogether, opting for domestic options over the EU to avoid the new regulations. Visitors to the Pet Set Go pop-up will be able to get free,

expert advice on new EU travel restrictions, the associated costs and requirements, and Great British alternative destinations to avoid them altogether.

In addition, the agency will offer in-person and online advice to help pet parents plan getaways that ignite their pet's true spirit, while ensuring they have the vitality and natural strength through quality food for a lifetime of shared memories on the trail.

When planning where to go, practical limitations often get in the way; 30% of owners must carefully factor in how long the travel journey is going to be, while top holiday challenges include restrictions on beaches or walks (19%) and a limited choice of places to eat and drink (19%). To overcome these hurdles, 33% of owners actively look for pet-friendly pubs and restaurants nearby when booking. Most owners now see holidays with their pets as a valuable bonding experience, and an opportunity to create 'core memories' with their four-legged friends. Over half (54%) also believe that both they and their pets receive a 'wellness boost' from holidaying together.

And they're prepared to pay for that privilege. Pet owners said they would pay an average of £823 for their pet to holiday with them this summer.

Izzy Judd, a Carnilove partner, says: *"Our home is always a bit of a whirlwind with three children, but our pets are such a huge part of our family's heartbeat. We've always found that the best way to hit 'reset' is to take a trip together, so I'm happy to be part of the 'Pet Set Go' campaign because I know first-hand the 'wellness boost' you get from a shared adventure. It isn't always easy to plan, but fueling our pets with the right Carnilove nutrition and being able to take them on our family holidays makes all the difference in creating those special core memories together."*

Cara Whitehouse, Pet Travel Expert, says: *"We're seeing a massive shift in the UK when it comes to furry friend-friendly holidays. Pet parents no longer want a holiday where their pet is just 'tolerated', they're now at the heart of the adventure. By uncovering these incredible 'hidden gem' locations, from the sweeping dunes of Anglesey to the rugged, raw plateaus of the Cairngorms, we're helping owners match destinations to their pet's unique character. As international travel with pets gets tougher, we're glad to help match more fuss-free destinations to a pet's requirements to support their natural spirit."*

Colin Rodger, Managing Director at Carnilove, said: *"We launched the Pet Set Go agency because an active, adventurous life isn't just a luxury for our pets: it's a necessity to ignite their true spirit. Our research shows that owners are willing to go the extra mile to ensure their four-legged friends are part of the pack, but every great expedition requires the right fuel. By pairing our meat-first, potato and grain-free recipes with expert travel advice, we're helping pet parents support the vitality and natural strength needed for a lifetime of shared memories on the trail."*



Owners can visit the Pet Set Go travel agency in person at 21 West Street, Chipping Norton, from today until the 4th June at 4pm, or explore the five travel guides and expert advice online at: <https://www.carnilove.co.uk/pet-set-go-holiday-guide/>

****ENDS****

The research was conducted by OnePoll, with 2,000 UK cat and/or dog owners from 1st to 6th of May 2026.

Further data:

When booking a pet-friendly holiday:

- Nearly four in 10 pet owners (38%) state that having no additional pet fees applied to their accommodation would make them significantly more likely to book an animal-included holiday.
- 34% of travelling pet parents consider trusted reviews from other pet owners to be one of the most important factors when booking a trip.
- Access to dedicated pet-friendly activities (26%) is considered a top priority when choosing a final holiday location.
- A third (33%) of owners notice a significant boost in their animal's mood that lasts for several weeks after returning home, with 30% stating their pet actively displays more "vitality" or "spirit."
- A third of people travelling with pets have previously had to change or cancel a holiday due to a lack of pet-friendly options.

The top 10 pet-friendly destinations cat and dog owners are travelling to this summer:

1. *Lake District - 24%*
2. *Yorkshire Dales - 21%*
3. *Cornwall - 18%*
4. *Devon - 16%*
5. *Scottish Highlands - 16%*
6. *Peak District - 15%*
7. *North Wales Coast - 14%*
8. *Scottish Borders - 13%*
9. *Norfolk Coast - 13%*
10. *Northumberland - 12%*

About Carnilove

Our commitment is simple and steadfast: to feed our pets without compromise for a lifetime of unforgettable moments and shared memories.



Quality is our top priority. That means natural nutrition based on real, meat-first recipes that honour the instincts of cats and dogs – supporting vitality and natural strength to ignite the true spirit within.

Carnilove provides premium dog and cat food and treats. Our recipes contain a high proportion of meat or fish which provides vital nourishment for healthy muscles and tissues. Natural fats, vegetables, fruits and herbs supply energy and support strength, stamina and mental well-being.

www.carnilove.co.uk