

Tripadvisor Reveals Trending Destinations for Summer 2026: Lake District and Spain Lead British Travel Searches

LONDON, UK, April 22, 2026 - Tripadvisor today released the initial findings of its Summer Travel Index 2026, looking at the destinations trending among British travellers this summer. Based on Tripadvisor site data, looking at travel dates between June and August 2026, the report reveals the fastest growing destinations among Brits based on year on year growth.

Brits looking to take domestic trips this summer are showing an interest in a mix of countryside and coastal destinations. The Lake District comes out top, with [Grasmere](#) at No. 1 and [Bowness-on-Windermere](#) at No.4. Northern Ireland also places twice in the top five, with the capital [Belfast](#) at No. 3 and seaside spot [Portrush](#) at No. 5.

Domestic Trending Destinations (based on YoY growth)

1. [Grasmere](#), Cumbria
2. [Carbis Bay](#), Cornwall
3. [Belfast](#)
4. [Bowness-on-Windermere](#), Cumbria
5. [Portrush](#), NI
6. [Coventry](#)
7. [Nottingham](#)
8. [Torquay](#), Devon
9. [Buxton](#), Derbyshire
10. [Glasgow](#)

For those planning international trips, Tripadvisor has revealed the top European destinations popular among Brits this summer. Spain dominates the top 10, with [Alicante](#) in the No. 1 spot. Beach towns in Portugal, Albania and Greece are also popular and [Krakow](#) and [Budapest](#) are the cities showing the most growth in interest among Brits this summer.

European Trending Destinations (based on YoY growth)

1. [Alicante](#), Spain
2. [Alvor](#), Portugal
3. [Playa de Palma](#), Majorca, Spain
4. [Malaga](#), Spain
5. [Ksamil](#), Albania
6. [Krakow](#), Poland
7. [Sitges](#), Spain
8. [Rhodes](#), Greece
9. [Budapest](#), Hungary
10. [Dublin](#), Ireland

END

Methodology

Site behavioural data sourced from first party traffic data on the Tripadvisor platform for searches made by travellers in the U.K. between February 1 – April 10, 2026 for travel between June 1, 2026 – August 31, 2026.

About Tripadvisor, Inc.

[Tripadvisor](#), the world's largest travel guidance platform*, helps millions of people each month** become better travellers, from planning to booking to taking a trip. Travellers across the globe use Tripadvisor's website and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than a billion reviews and contributions, travellers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby.

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* Source: SimilarWeb, unique users de-duplicated monthly, March2026

** Source: Tripadvisor internal log files

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<https://tripadvisor.mediaroom.com/2026-04-22-Tripadvisor-Reveals-Trending-Destinations-for-Summer-2026-Lake-District-and-Spain-Lead-British-Travel-Searches>