

Tripadvisor reveals top rated travel experiences in the world for 2023

Tripadvisor’s Best of the Best ‘Things to Do’ is the fourth of Tripadvisor’s Travellers’ Choice Awards released this year Blackpool Pleasure Beach named one of the best amusement parks in the world, with four UK parks gaining global recognition UK comes out top in inaugural category, Family-Friendly Experiences, scooping 2nd and 3rd place

LONDON, UK, June 21, 2023 – Today Tripadvisor® the world’s largest travel guidance platform, announced the winners of its 2023 Travellers’ Choice Best of the Best ‘Things to Do’ Awards. Analysing 12-months of Tripadvisor review data (May 1, 2022 - April 30, 2023) from millions of travellers across the globe, this is a definite guide to the very best activities and excursions this year – from bookable tours and experiences to top attractions to visit along the way.

In addition to the [Top Overall Experiences](#), Tripadvisor offers 10 further sub-categories including [Top Attractions](#), [Amusement Parks & Water Parks](#), [Bucket List Experiences](#), [Cultural & Historical Tours](#), [Food & Culinary Experiences](#), [Nature & Outdoor Activities](#), [Sailing & Day Cruises](#), [Snorkelling & Water Sports](#) and [Wine Experiences](#). New for 2023 is [Family-Friendly Experiences](#), activities that are perfect for kids and the parents tagging along with them.

According to Tripadvisor’s most recent Seasonal Travel Index, almost a third (28%) of travellers are motivated by the opportunity to experience something new and just under half (44%) want to make memories with family and friends on holiday. With experiential travel taking centre stage, Tripadvisor’s Best of the Best “Things to Do” is an essential guide for travellers looking to do something a bit different on their next trip.

Unmissable Experiences

The world’s best experiences for 2023, according to Tripadvisor reviewers, is an eclectic mix. From sampling Iceland’s culinary delights on a Reykjavik food walk to a guided tour of Korea’s Demilitarised Zone (DMZ) which separates South Korea from North, there are an array of new experiences awaiting travellers this summer.

Delving into the collective wisdom of the travel community, this year’s best experience in the world is a full day tour of the Hawaiian island of Oahu. On the [Grand Circle Island and Haleiwa Tour](#), travellers will visit all the island’s top sights including the impressive Hālonā Blowhole and the Byodo-In Temple, as well as the island’s most beautiful beaches and surf spots.

A little closer to home, this [Historical Pub Walking Tour of London](#) is named 21st Top Experience in the world, and the UK’s No. 1 experience for 2023.

UK Global Winners

The UK comes out top for Amusement & Water Parks for 2023. [Blackpool Pleasure Beach](#) climbed six places to be named 8th best amusement park in the world, followed closely by [The Milky Way Adventure Park](#) in Clovelly, Devon, which comes in at No. 10. [Alton Towers Resort](#) and [Drayton Manor Theme Park](#) also made the global list, coming in at No. 12 and No. 20 respectively.

Other notable UK winners include London experience, [Tour for Muggles](#), named 20th best Cultural and Historical Tour in the world, and the UK’s 4th Top Experience.

For the thrill seekers out there, this [High-Speed Thames River Cruise](#) in London is No. 7 in the world’s best Sailing and Day Cruises and the UK’s second Top Experience.

Family Fun

This year’s awards include a new subcategory, [Family-Friendly Experiences](#), which highlights the most loved days out by parents and children alike. The UK comes out top globally, with the [The Chocolatarium Chocolate Tour Experience in Edinburgh](#) taking second place in the world’s best Family-Friendly Experiences, closely followed by the [Wizard Walk of York](#), which comes in at No. 3. Other exciting activities a little further afield include Roman gladiator school in Italy and a pirate cruise in Australia.

Top 10 Experiences - world	Top 10 Experiences - UK
1. Grand Circle Island and Haleiwa Tour , Honolulu, Hawaii	1. Historical Pub Walking Tour of London , London
2. Thai Cooking Course , Chiang Mai, Thailand	2. High-Speed Thames River Cruise , London
3. Ubud Tour - Best of Ubud , Ubud, Bali	3. The Chocolatarium Chocolate Tour Experience in Edinburgh , Edinburgh
4. Red Dunes ATV, Sandsurf, Camels, Stargazing & BBQ , Dubai, UAE	4. Tour for Muggles , London
5. Best DMZ 3rd Infiltration Tunnel Tour from Seoul , Seoul, South Korea	5. Famous Black Taxi Tours Belfast , Belfast
6. Reykjavik Food Walk - Local Foodie Adventure , Reykjavik, Iceland	6. Celtic Park Stadium Tour , Glasgow
7. Amsterdam Luxury Guided Sightseeing Canal Cruise , Amsterdam, Netherlands	7. Oxford University Walking Tour With University Alumni Guide , Oxford
8. Angkor Wat Sunrise Tour , Siem Reap, Cambodia	8. The Jack The Ripper Walking Tour , London
9. San Juan Guided Snorkel Tour , San Juan, Puerto Rico	9. West End Musicals Silent Disco Walking Tour , London
10. Hanoi Jeep Tours , Hanoi, Vietnam	10. Gander Walking Tours in Glasgow , Glasgow

Must-See Attractions

With half of global travellers prioritising visiting attractions on their upcoming trips this summer, according to Tripadvisor’s Summer Travel Index, Tripadvisor has compiled a list of the world’s best. Barcelona’s [Sagrada Familia](#) holds on to the top spot for a second year running as the No. 1

Top Attraction in the world, followed by Rome's [Colosseum](#), which also took second place in 2022. [Anne Frank House](#) in Amsterdam and [The Dubai Fountain](#) in the UAE are new additions to the world list for 2023, taking third and fourth place respectively.

The UK Top 10 Attractions list is unsurprisingly dominated by two capitals, Edinburgh and London, with four winners each. This year the [Royal Yacht Britannia](#), Edinburgh, climbs six places to take the No. 1 spot. [The Roman Baths](#), in the city of Bath, also earned a place at No. 8, as well as a new entry for 2023, [York Minster](#), at No. 9.

Top 10 Attractions - World	Top 10 Attractions - UK
1. Basilica de la Sagrada Familia , Barcelona, Spain	1. Royal Yacht Britannia , Edinburgh
2. Colosseum , Rome, Italy	2. National Gallery , London
3. Anne Frank House , Amsterdam, The Netherlands	3. Tower of London , London
4. The Dubai Fountain , Dubai, UAE	4. National Museum of Scotland , Edinburgh
5. Empire State Building , New York City, NY	5. The British Museum , London
6. Musée d'Orsay , Paris, France	6. Edinburgh Castle , Edinburgh
7. Eiffel Tower , Paris, France	7. Tower Bridge , London
8. Trevi Fountain , Rome, Italy	8. The Roman Baths , Bath
9. Central Park , New York City, NY	9. York Minster , York
10. Plaza de Espana , Seville, Spain	10. The Real Mary King's Close , Edinburgh

Kate Urquhart, General Manager, Experiences at Tripadvisor, said: "Experiences turn travellers into adventurers, connecting them with the local community and giving them unforgettable stories for years to come. With more than 300,000 bookable experiences in over 250,000 destinations worldwide, Tripadvisor helps people access the best things to do globally, and we're committed to expanding that number of tours and attractions across every destination. These awards are a testament to the businesses dedicated to ensuring the Tripadvisor community enjoys the most memorable trips, and we're grateful to everyone who took the time to share their reviews and help fellow travellers plan their next escape."

Best of the Rest

Amusement Parks & Water Parks: The best places to scream, splash, and get your adrenaline fix, according to travellers who love a good thrill.

- **No. 1 in the world:** [Siam Park](#), Tenerife, Spain
- **UK Global Winner:** [Blackpool Pleasure Beach](#), comes in at No. 8 in the world, climbing six places from 2022. [The Milky Way Adventure Park](#), Devon, is No. 10, followed by [Alton](#)
- See all the winners [here](#).

Bucket List Experiences: Unique things to do that'll make your trip—and give you the best stories for later.

- **No. 1 in the world:** [Red Dunes ATV, Sandsurf, Camels, Stargazing & 5* BBQ](#) - Dubai, UAE
- See all the winners [here](#).

Cultural & Historical Tours: Discover a new city on foot, bike, even Vespa(!) with the best guides in the game.

- **No. 1 in the world:** [Ubud Tour - Best of Ubud](#), Ubud, Bali
- **UK Global Winner:** [Historical Pub Walking Tour of London](#), London, comes in at No. 5 in the world
- See all the winners [here](#).

Food & Culinary Experiences: Tours and experiences that are known for their great taste (literally).

- **No. 1 in the world:** [Reykjavik Food Walk - Local Foodie Adventure in Iceland](#) - Reykjavik, Iceland, for a second year running!
- **UK Global Winner:** [The Chocolatarium Chocolate Tour Experience in Edinburgh](#), Edinburgh No. 4 in the world
- See all the winners [here](#).

Nature & Outdoor Activities: Fresh air, new heights, wildlife sightings—the greatest outdoor adventures start here.

- **No. 1 in the world:** [Grand Circle Island and Haleiwa Tour](#), Honolulu, Hawaii - also No. 1 Top Experience in the world and U.S. for 2023
- See all the winners [here](#).

Sailing & Day Cruises: Get out on the open water with traveller-loved expeditions.

- **No. 1 in the world:** [Niagara Falls American-Side Tour with Maid of the Mist Boat Ride](#) - New York, US
- **UK Global Winner:** [High-Speed Thames River Cruise](#), London, is No. 7 in the world
- See all the winners [here](#).

Snorkelling & Water Sports: From snorkelling and scuba diving to kayaking and surfing, these are the best things to do under—and over—the sea.

- **No. 1 in the world:** [San Juan Guided Snorkel Tour](#), San Juan, Puerto Rico
- See all the winners [here](#).

Wine Experiences: Sip your way through these top-rated tours and tastings.

- **No. 1 in the world:** [Chianti Safari: Tuscan Villas with vineyards, cheese, wine & lunch](#) - Florence, Italy
- See all the winners [here](#).

See all the winners across subcategories [here](#).

END

Travellers' Choice Methodology

Travellers' Choice Best of the Best "Things to Do" Awards are determined based on the quality and quantity of traveller reviews and ratings for experiences, tours, activities and attractions on Tripadvisor over the 12-month period from May 1, 2022 through April 30, 2023, specific to each award subcategory, as well as an additional editorial process.

Tripadvisor is proud to serve a broad and diverse community of travellers from all over the world. As such, Tripadvisor reserves the right to determine the eligibility of any property, business, destination or point of interest listed on Tripadvisor for an award based on additional factors that reflect Tripadvisor corporate policies and values. For more details on Tripadvisor's awards policy, see [here](#).

Experiences are classified as bookable tours and activities on Tripadvisor. Non-bookable experiences, or attractions, are activities on Tripadvisor that travellers can visit without booking any ticket. Nine of the Best of the Best Things to Do subcategories are limited to experiences, except Top Attractions and Amusement & Water Parks, where attractions are included, for a bigger picture of travellers' favourite things to do.

Tripadvisor Seasonal Travel Index Methodology

A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,400 consumers, in partnership with Qualtrics, conducted between March 17-27, 2023 across six countries - Australia, Italy, Japan, Singapore, U.K. & U.S.

Site behavioural data sourced from first party traffic data on the Tripadvisor platform, gathered between January 10, 2023-April 10, 2023, for searches made by travellers in the U.S., U.K., Australia, Japan and Singapore for travel between June 1 through August 31, 2023.

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travellers, from planning to booking to taking a trip. Travellers across the globe use the Tripadvisor site 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 1 billion reviews and opinions of nearly 8 million businesses, travellers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

* Source: SimilarWeb, unique users de-duplicated monthly, March 2023

** Source: Tripadvisor internal log files

For further information: emeapressoffice@tripadvisor.com

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