

# The World's Best Travel Experiences According to Tripadvisor Reviewers

## Tripadvisor's reveals Travellers' Choice Awards Best of the Best Things to Do for 2024

### UK home to 11 of the top experiences and attractions in the world

### UK top for Sustainable Experiences

**LONDON, UK, June 25 2024** – Today Tripadvisor®, the world's largest travel guidance platform, announces the winners of its 2024 Travellers' Choice Awards Best of the Best 'Things to Do'. Analysing Tripadvisor review data from millions of travellers across the globe, this is a definite guide to the very best travel experiences for 2024.

In addition to the flagship [Top Overall Experiences](#) and [Top Attractions](#), there are an additional nine sub-categories including: [Amusements & Water Parks](#), [Bucket List](#), [Cultural & Historic](#), [Family-Friendly](#), [Food & Drink](#), [Nature & Outdoor](#), [Sailing & Day Cruises](#), [Water Sports](#) and new for 2024, [Sustainable Experiences](#).

#### Best of the Best

The World's Top Experiences have something for everyone, from a [dinner cruise down the Danube](#) to [snorkelling in Iceland's glacial waters](#), but the Top Experience in the world, according to Tripadvisor reviewers, is a walking tour of the picturesque town of Porto in Portugal. [The Unvanquished Tour in Porto City Centre](#) walks you through over 2000 years of history, with some top tips from locals thrown in along the way, and will set you back just over a fiver.

When it comes to Top Attractions, New York's [Empire State Building](#) is No. 1 in the World this year, just ahead of the [Eiffel Tower](#) at No. 2 and [Anne Frank's House](#) at No. 3. Europe is home to six of the top 10 world winners with the [Basílica de la Sagrada Familia](#), Barcelona at No. 4, [Colosseum](#), Rome at No. 6 and the [Louvre Museum](#), Paris at No. 7.

#### UK World Winners

The UK has been recognised for its world-class tourist offerings across multiple categories for 2024.

In **Top Experiences**, this [Historical Pub Walking Tour of London](#) has been named No. 19 in the world, as well as 8th in Europe and No. 1 in the UK. This half-day pub crawl across the capital also bags a spot in the world list for **Cultural & Historic Experiences**, at No. 4., alongside [Beatles Magical Mystery Tour](#) in Liverpool which comes in at No. 8.

With the Euros in full swing, the world's No. 1 **Family-Friendly** experience is sure to be a hit among (some!) football fans. This [Guided Celtic Park Stadium Tour](#), Glasgow, is named best in the world for a family day out taking the No. 1 spot. The [Wizard Walk of York](#) comes in at No. 9, and is described by reviewers as 'fun for all the family'.

In good company, alongside wine tasting in the Yarra Valley, and sushi making in Tokyo, is [The Chocolatarium Chocolate Tour Experience in Edinburgh](#) which has been named 4th best experience in the world in the **Food & Drink** category.

When it comes to **Amusements & Water Parks** the UK boasts some of the best in the world according to Tripadvisor reviewers, with [Alton Towers Resort](#) named No. 8 in the world. [The Milky Way Adventure Park](#) in Clovelly, Devon, is named 12th in the world and [Drayton Manor Theme Park](#) comes in at No. 20.

Thrill seekers might also be keen to try this [High-Speed Thames River Speedboat in London](#) which is named the 10th best experience in the world in the **Water Sports** category, followed by new entry [Whitewater Rafting Adventure in Llangollen](#), North Wales at No. 20.

#### UK Top for Sustainability

The UK takes four of the top 10 spots in the inaugural **Sustainable** category. Looking at the most sustainable attractions in Europe, [Edinburgh Castle](#) comes in at No. 1, with [Hever Castle & Garden](#) at No. 4. Another win for the Scottish capital as [Royal Botanic Gardens Edinburgh](#) is named No. 5 and [Chelsea Physic Garden](#) comes in at No. 8.

Sustainable - Europe
1. <a href="#">Edinburgh Castle</a> , UK
2. <a href="#">Casa Batlló</a> , Spain

3. <a href="#">Casa Vicens Gaudí</a> , Spain
4. <a href="#">Hever Castle &amp; Garden</a> , UK
5. <a href="#">Royal Botanic Gardens Edinburgh</a> , UK
6. <a href="#">Moesgaard Museum</a> , Denmark
7. <a href="#">Powerscourt House &amp; Gardens</a> , Ireland
8. <a href="#">Chelsea Physic Garden</a> , UK
9. <a href="#">Nederlands Openluchtmuseum</a> , The Netherlands
10. <a href="#">Teylers Museum</a> , The Netherlands

### Best of the Rest

The UK's No. 1 **Top Experience** for 2024 remains unchallenged as the [Historical Pub Walking Tour of London](#) takes first place for a second year running. Another London tour, [Original Harry Potter Locations Tour](#), comes in at No. 2 and third place is multi-category winner the [Beatles Magical Mystery Tour](#), Liverpool.

Top 10 Experiences - World	Top 10 Experiences - UK
1. <a href="#">The Unvanquished Tour in Porto City Center</a> , Porto, Portugal	1. <a href="#">Historical Pub Walking Tour of London</a> , London
2. <a href="#">All-Inclusive Ubud Private Tour</a> , Ubud, Bali	2. <a href="#">Original Harry Potter Locations Tour</a> , London
3. <a href="#">All-Inclusive Amsterdam Canal Cruise by Captain Jack</a> , Amsterdam, The Netherlands	3. <a href="#">Beatles Magical Mystery Tour</a> , Liverpool
4. <a href="#">Small-Group Explore Angkor Wat Sunrise Tour with Guide from Siem Reap</a> , Siem Reap, Cambodia	4. <a href="#">The Chocolatarium Chocolate Tour Experience in Edinburgh</a> , Edinburgh
5. <a href="#">Chichen Itza, Cenote and Valladolid All-Inclusive Tour</a> , Cancun, Mexico	5. <a href="#">The Manchester City Stadium Tour</a> , Manchester
6. <a href="#">The Best tour in Florence: Renaissance &amp; Medici Tales - guided by a STORYTELLER</a> , Florence, Italy	6. <a href="#">Loch Ness, Scottish Highlands, Glencoe and Pitlochry Tour</a> , Edinburgh
7. <a href="#">Classic Inca Trail Trek 4D/3N to Machu Picchu (Group Service)</a> , Cusco, Peru	7. <a href="#">St. Nicholas Market and Air Raid Shelter Walking Tour</a> , Bristol
8. <a href="#">Budapest Danube Cruise with Buffet Dinner, Performances and Music</a> , Budapest, Hungary	8. <a href="#">The Jack The Ripper Walking Tour</a> , London
9. <a href="#">Full-Day Ninh Binh Highlights Tour from Hanoi</a> , Hanoi, Vietnam	9. <a href="#">Edinburgh Castle Guided Walking Tour in English</a> , Edinburgh
10. <a href="#">Silfra: Snorkeling Between Tectonic Plates - meet on location</a> , Reykjavik, Iceland	10. <a href="#">Oxford University Walking Tour With University Alumni Guide</a> , Oxford

When it comes to **Top Attractions**, Edinburgh is also a UK hotspot, hosting four out of the top 10 UK Attractions this year - including first, second and third place. [The Real Mary King's Close](#) which jumped from No. 10 last year to first place for 2024. Queen Elizabeth II's former floating palace, [Royal Yacht Britannia](#) drops one place this year to No. 2 and [Edinburgh Castle](#) comes in third.

Top 10 Attractions - World	Top 10 Attractions - UK
1. <a href="#">Empire State Building</a> , New York City, US	1. <a href="#">The Real Mary King's Close</a> , Edinburgh
2. <a href="#">Eiffel Tower</a> , Paris, France	2. <a href="#">Royal Yacht Britannia</a> , Edinburgh

3. <a href="#">Anne Frank House</a> , Amsterdam, The Netherlands	3. <a href="#">Edinburgh Castle</a> , Edinburgh
4. <a href="#">Basilica de la Sagrada Familia</a> , Barcelona, Spain	4. <a href="#">The British Museum</a> , London
5. <a href="#">Cayman Crystal Caves</a> , Grand Cayman, Caribbean	5. <a href="#">National Museum of Scotland</a> , Edinburgh
6. <a href="#">Colosseum</a> , Rome, Italy	6. <a href="#">The Roman Baths</a> , Bath
7. <a href="#">Louvre Museum</a> , Paris, France	7. <a href="#">Tower Bridge</a> , London
8. <a href="#">Gardens by the Bay</a> , Singapore	8. <a href="#">Tower of London</a> , London
9. <a href="#">Duomo di Milano</a> , Milan, Italy	9. <a href="#">V&amp;A - Victoria and Albert Museum</a> , London
10. <a href="#">Sheikh Zayed Grand Mosque Center</a> , Abu Dhabi, UAE	10. <a href="#">York Minster</a> , York

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#### Methodology

The 2024 Travelers' Choice Best of the Best Things to Do Awards are determined based on the quality and quantity of traveler reviews and ratings posted on Tripadvisor over the 12-month period between April 1 2023 through March 31, 2024, as well as an additional editorial process.

Tripadvisor is proud to serve a broad and diverse community of travelers 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 travelers can visit without booking any ticket. Nine 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 travelers' favorite things to do.

#### Sustainable Methodology

Working with sustainability data partner, [BeCause](#), and digital listening tool [Brandwatch](#), Tripadvisor analyzed attractions against sustainability criteria, in addition to Tripadvisor review data. The full methodology can be found [here](#).

#### About Tripadvisor, Inc.

The Tripadvisor Group operates as a family of brands that connects people to experiences worth sharing, and aims to be the world's most trusted source for travel and experiences. We leverage our brands, technology, and capabilities to connect our global audience with partners through rich content, travel guidance, and two-sided marketplaces for experiences, accommodations, restaurants, and other travel categories. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media brands and businesses, including Tripadvisor, Viator, and TheFork.

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<https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Things-To-Do-2024>