

Tripadvisor Reveals This Year's Top-Rated Travel Experiences with Travellers' Choice Awards: Best of the Best Things To Do

49 UK winners for 2025

16 UK experiences and attractions named best in the World

11 UK experiences and attractions named best in Europe

LONDON, UK, July 22, 2025 - Today, Tripadvisor®, the world's largest travel guidance platform, announced the winners of its annual 2025 Travellers' Choice® Awards: Best of the Best Things To Do. The awards highlight the highest rated attractions and experiences around the world based on Tripadvisor reviews.

In addition to the flagship [Top Experiences](#) and [Top Attractions](#), there are 10 sub-categories including: [Amusements & Water Parks](#), [Bucket List](#), [Cultural & Historic](#), [Family-Friendly](#), [Food & Drink](#), [Nature & Outdoors](#), [Sailing & Day Cruises](#), [Water Sports](#) and two special one-off lists for 2025, [25th Anniversary Experiences](#) and [25th Anniversary Attractions](#).

"With such a huge selection of travel activities and excursions available on the platform, Tripadvisor helps travelers find the experiences that turn a trip into a lifelong memory," says Kristen Dalton, President, Tripadvisor. "Whether you crave adrenaline or prefer to take things slow, 'The Best of the Best Things to Do' showcases the World's top-rated experiences.

Top Attractions

Attractions cover everything from natural wonders to man-made marvels and museums, and claiming the top spot this year is the [Basílica de la Sagrada Familia](#) in Barcelona, Spain. Climbing from the No. 4 spot last year to the No. 1 Top Attraction globally for 2025, the Basílica de la Sagrada Familia last claimed the No. 1 spot in 2023.

On the UK list, the [Royal Yacht Britannia](#) in Edinburgh is named No. 1 Top Attraction as well as No. 8 in Europe and makes it onto the World list for the first time at No. 12. Queen Elizabeth II's former floating palace, now docked in the capital's Leith harbour district, boasts over 18,000 five bubble reviews.

Top Attractions in the World

1. [Basílica de la Sagrada Familia](#), Barcelona, Spain
2. [Eiffel Tower](#), Paris, France
3. [NASA Kennedy Space Center Visitor Complex](#), Merritt Island, United States
4. [Louvre Museum](#), Paris, France
5. [Angkor Wat](#), Siem Reap, Cambodia
6. [Mutianyu Great Wall](#), Beijing, Asia
7. [Anne Frank House](#), Amsterdam, The Netherlands,
8. [Sheikh Zayed Grand Mosque Center](#), Abu Dhabi, United Arab Emirates
9. [Duomo di Milano](#), Milan, Italy
10. [Plaza de España](#), Seville, Spain

See the full list [here](#)

Top Attractions in the UK

1. [Royal Yacht Britannia](#), Edinburgh
2. [Bodleian Library](#), Oxford
3. [Highgate Cemetery](#), London
4. [The British Museum](#), London
5. [Edinburgh Castle](#), Edinburgh
6. [Tower Bridge](#), London
7. [The Roman Baths](#), Bath
8. [National Maritime Museum](#), London
9. [Natural History Museum](#), London
10. [National Museum of Scotland](#), Edinburgh

See the full list [here](#)

Top Experiences

Tripadvisor's experiences are the best tours, excursions and activities that really make a trip. This year's Top Experience in the World is [The Best tour in Florence: Renaissance & Medici Tales](#) in Florence, Italy, which lives up to its name, uncovering Florence's rich history and iconic landmarks on a private walking tour.

Holding onto the No. 1 spot as Top Experience in the UK for a second year running is long-time Tripadvisor reviewer favourite, [London Small Group Tour of Historical Pubs](#), which is also No. 3 in Europe and No. 4 in the World. A pub-crawl with a side of history, this experience has racked up over 7,000 five bubble reviews and is praised as a highlight of many peoples' trips to London.

Top Experiences in the World

1. [The Best tour in Florence: Renaissance & Medici Tales](#), Florence, Italy
2. [Full-Day Ninh Binh Highlights Tour from Hanoi](#), Hanoi, Vietnam
3. [Blue Cave Small-Group Boat Tour from Dubrovnik](#), Dubrovnik, Croatia
4. [London Small Group Tour of Historical Pubs](#), London, United Kingdom
5. [All Inclusive 90 minutes Canal Cruise by Captain Jack!](#), Amsterdam, The Netherlands
6. [Early morning Chichen Itza Tour: Cenote and Tequila Tasting](#), Cancun, Mexico
7. [Three Cities in One Day: Segovia, Avila & Toledo from Madrid](#), Madrid, Spain
8. [Grand Tour Around Island 16 Locations plus Snorkeling](#), Honolulu, United States
9. [Best of Istanbul 1, 2 or 3-Day Private Guided Istanbul Tour](#), Istanbul, Türkiye
10. [Best of Ubud Full-Day Tour with Jungle Swing](#), Ubud, Indonesia

See the full list [here](#)

Top Experiences in the UK

1. [London Small Group Tour of Historical Pubs](#), London
2. [Edinburgh Castle: Guided Walking Tour with Entry Ticket](#), Edinburgh
3. [The Manchester City Stadium Tour](#), Manchester
4. [Canoe Aqueduct tours Llangollen](#), Froncysyllte, Wales
5. [Original Harry Potter Locations Tour in Edinburgh : Guided Tour](#), Edinburgh
6. [St. Nicholas Market and Air Raid Shelter Walking Tour](#), Bristol
7. [Stonehenge, Windsor Castle and Bath Day Trip from London](#), London
8. [The Chocolatarium Chocolate Tour Experience in Edinburgh](#), Edinburgh
9. [Chelsea FC Stadium Tours and Museum](#), London
10. [Full-Day Trip: Loch Ness, Glencoe & The Highlands from Edinburgh](#), Edinburgh

See the full list [here](#)

Top Experience, [London Small Group Tour of Historical Pubs](#) also leads the 2025 Cultural & Historic Experiences list, being named No. 3 in the World, followed by [Edinburgh Castle: Guided Walking Tour with Entry Ticket](#) at No. 13 and [The Manchester City Stadium Tour](#) at No. 15.

Cultural & Historic Experiences in the UK

1. [London Small Group Tour of Historical Pubs](#), London
2. [Edinburgh Castle: Guided Walking Tour with Entry Ticket](#), Edinburgh
3. [The Manchester City Stadium Tour](#), Manchester
4. [Original Harry Potter Locations Tour in Edinburgh : Guided Tour](#), Edinburgh
5. [Stonehenge, Windsor Castle and Bath Day Trip from London](#), London
6. [St. Nicholas Market and Air Raid Shelter Walking Tour](#), Bristol
7. [Full-Day Trip: Loch Ness, Glencoe & The Highlands from Edinburgh](#), Edinburgh
8. [Isle of Skye and Eilean Donan Castle Day Tour from Inverness](#), Inverness
9. [London Jack The Ripper Guided Walking Tour](#), London
10. [The Great British Rock and Roll Walking Tour](#), London

See the full list [here](#)

In celebration of Tripadvisor's 25th anniversary, Tripadvisor is honouring the top World attractions and experiences of the last 25 years based on all-time reviews. Topping the list for experiences is [Full-Day Ninh Binh Highlights Tour from Hanoi](#), Hanoi, Vietnam, regarded by reviewers as a "once in a lifetime experience." The No. 1 all-time attraction is [Basílica de la Sagrada Familia](#), Barcelona, Spain, which has been referred to by reviewers as 'simply breathtaking'. Closer to home, [The Manchester City Stadium Tour](#) is named No. 24 of the World Experiences list.

The UK is home to the World's best Family-Friendly experience this year, as the [Wizard Walk of York](#) takes the No. 1 spot. The [Iconic Sights of London: High-Speed Boat Trip](#) comes in at No. 11.

The UK also takes a spot on the World's best Bucket List experiences, [Bungee jump from 40 meters in the stunning valley of Killiecrankie, Scotland](#) is named No. 15.

In the Food & Drink Experiences category, [The Chocolatarium Chocolate Tour Experience in Edinburgh](#) is No. 8 in the World and No. 5 in Europe followed by [Eating London: Brick Lane, Shoreditch & Spitalfields Food Tour](#) at No. 12.

The UK comes out top in the Amusement & Water Parks category, taking four World spots. [The Web Adventure Park](#), North Yorkshire, is No. 7, followed closely by [Paultons Park](#), Hampshire, at No. 8. and [Drayton Manor Theme Park](#) at No. 9. [The Milky Way Adventure Park](#) in Devon comes in at No. 17. [Clacton Pier](#) is No. 11 on the Europe list.

In the best Water Sports category, [Canoe Aqueduct tours Llangollen](#) is No. 3 in the World and [Iconic Sights of London: High-Speed Boat Trip](#) takes another World spot at No. 11. Another Llangollen experience makes the World list as [Whitewater Rafting Adventure in Llangollen](#) is named No. 23.

Other sub-categories for 2025 include Nature & Outdoors and Sailing and Day Cruises. See the full list here: <https://www.tripadvisor.co.uk/TravelersChoice-ThingsToDo>

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Methodology

The 2025 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, 2024 through March 31, 2025, as well as an additional editorial process.

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.

About Tripadvisor, Inc.

Tripadvisor, the world's largest travel guidance platform*, helps millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers 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, travelers 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, July 2025.

** Source: Tripadvisor internal log files

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For further information: emeapressoffice@tripadvisor.com

<https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Things-To-Do-2025>