

TripAdvisor Reveals the World's Best Destinations for Travel Experiences Top-Rated Destinations show Travellers' Appetite for the Great Outdoors Costa Rica is #1 Overall for Experiences; Scotland Fifth Best Country for Experiences Belfast is Fourth Best European Destination for Experiences; Edinburgh Ranks Ninth

LONDON, UK, August 23, 2018 – TripAdvisor research today reveals countries and destinations that put travellers in the heart of nature are the world's top-ranked for travel experiences, according to travellers themselves. The data revealed Costa Rica - known for rainforests, volcanos, beaches and surfing - to be the world's best destination for travel experiences, taking top spot on both the country and destination lists. New Zealand, famed for its adventure tourism, ranked second among the best countries, while Vietnam, known for its bustling cities, delicious food and beautiful coastline took third place.

Closer to home, Scotland's variety of scenic experiences for travellers, like the [Loch Lomond and Trossachs National Park Tour](#) and a [four-day tour of the West Highlands and Isle of Skye](#) propelled the country into the list of top five countries worldwide for experiences.

The lists, announced today by [TripAdvisor®](#), the world's largest provider of bookable tours and activities, recognise the top places – countries and destinations – in the world for travellers to do local tours, activities, and experiences, based on the combined average destination ratings and reviews for bookable experiences on the site.

Costa Rica Named Best in the World for Experiences

Globally, [Costa Rica](#) proved to be the favourite for travel experiences, taking the top spot in the country list, while its [La Fortuna de San Carlos](#) region – boasting experiences like [volcano hikes](#) [waterfall treks](#) and a [Sloth Seeing Tour](#) – took first place in the destinations list. La Fortuna de San Carlos beat out two of the world's most scenic destinations: Hawaii's Kauai, known for its beautiful Na'Pali Coast accessible by both [boat](#) and [helicopter](#), and Tromso Norway, famous for the [Northern Lights](#), its [fjords](#) and crystalline [waterfalls](#).

Smaller Capitals, like Belfast and Edinburgh, Topped Europe's Iconic Cities

Travellers are showing appreciation for destinations beyond global favourites, with cities like London, Paris, and Rome being outranked by places like Tromso, Norway, St. Petersburg, Russia, and Santorini, Greece, which topped the list of best destinations for experiences in Europe.

Two UK cities are featured among the top European destinations for tours and activities, according to travellers. Northern Ireland's capital, [Belfast](#), with activities like the [Troubles Historical Tour](#) and the [Titanic Walking Tour](#), is the fourth best European destination for experiences, while the Scottish capital, [Edinburgh](#), with experiences like [a multi-day trip to the Isle of Skye](#) and an [Old Town Walking Tour](#), ranks among the top 10.

"These rankings show travellers' growing appetite and appreciation for travel experiences beyond Europe's iconic cities," said Hayley Coleman, a TripAdvisor spokesperson. "With places like Tromso, Belfast and Funchal all ranking amongst Europe's top destinations for experiences, it's clear travellers are breaking away from the big cities and thoroughly enjoying it! These destinations are perfect inspiration to start planning your next trip and with over 121,000 experiences available to book on TripAdvisor, you'll never be stumped with what to do, somewhere new."

These are the top 10 countries and top 10 destinations in the world for experiences, according to travellers' ratings and reviews.

Best Countries in the World for Experiences

Rank	Country	Average Country Rating*	Top-Rated Experiences

1.	Costa Rica	4.66	<ul style="list-style-type: none"> • White Water River Rafting Class II-III from La Fortuna-Arenal • Small-Group Guided Sloth Seeing Tour in La Fortuna • Private Monteverde Cloud Forest Walk
2.	New Zealand	4.65	<ul style="list-style-type: none"> • Auckland Insider Tour: Food Tour with Local Expert • Tandem Parasail Flight over the Bay of Islands • Half-Day Kayak to the Maori Carvings from Taupo
3.	Vietnam	4.62	<ul style="list-style-type: none"> • Half-Day Hanoi Food Tour • Full-Day Mekong Delta Bike Tour from Ho Chi Minh City • Evening Hoi An Food Tour by Bike
4.	Ireland	4.57	<ul style="list-style-type: none"> • Whiskey Tasting Tour of Dublin • 1916 Rebellion Walking Tour • Howth Peninsula Hiking Tour
5.	Scotland	4.57	<ul style="list-style-type: none"> • Loch Lomond and Trossachs National Park Tour • 4-Day Tour of the West Highlands and Isle of Skye from Edinburgh • Old Town Edinburgh 2-Hour Guided Tour
6.	Australia	4.54	<ul style="list-style-type: none"> • Ayers Rock (Uluru) Sunrise and Segway • Full-Day Maria Island Scenic Cruise Including Buffet Lunch and Guided Walk • Full-Day Small-Group Margaret River Wine and Food Tasting Tour
7.	Portugal	4.52	<ul style="list-style-type: none"> • Secrets of Sintra and Cascais Private Tour • 3-Hour Madeira Scenic Island Tour by Motorcycle Sidecar • Lisbon Go 7 Hills Electric Bike Tour
8.	Mexico	4.50	<ul style="list-style-type: none"> • Private Customizable Sailing Tour in Cancun • Private Los 7 Cenotes with Lunch and Bike Ride from Merida • Puerto Vallarta Adventure Tour: Ziplining, Rappelling and Tequila Tasting

9.	United States	4.50	<ul style="list-style-type: none"> • Kona Wild Dolphin and Reef Snorkeling Excursion • Anchorage Craft Brewery Tour and Tastings • Ocean Kayak Tours
10.	Iceland	4.49	<ul style="list-style-type: none"> • White Water Rafting Day Trip from Hafgrímsstaðir: Grade 4 Rafting on the East Glacial River • Whale Watching RIB Boat Tour from Husavik • Golden Circle Afternoon and Northern Lights Tour from Reykjavik

Best Destinations in the World for Experiences

Rank	Destination	Average Destination Rating*	Top-Rated Experiences
1.	La Fortuna de San Carlos, Costa Rica	4.81	<ul style="list-style-type: none"> • White Water River Rafting Class II-III from La Fortuna-Arenal • Small-Group Guided Sloth Seeing Tour in La Fortuna • Canyoning in the Lost Canyon
2.	Kauai, Hawaii, USA	4.79	<ul style="list-style-type: none"> • Half-Day History and Ecology Trek at the Makauwahi Cave Reserve • Kauai Deluxe Sightseeing Flight • Koloa Zipline
3.	Tromso, Norway	4.77	<ul style="list-style-type: none"> • Norwegian Fjords Tour Including Professional Photos in Tromso • Reindeer Feeding, Lasso Throwing, and Sami Culture Tour Including Lunch from Tromso • Aurora Borealis Private Night Tour from Tromso
4.	Rotorua, New Zealand	4.77	<ul style="list-style-type: none"> • Kaituna White-Water Rafting Adventure • Rotorua Forest Zip Line Canopy Adventure • Tutukau Gorge Jet Boat Ride and The Squeeze

5.	Puerto Vallarta, Mexico	4.76	<ul style="list-style-type: none"> • Puerto Vallarta Adventure Tour: Ziplining, Rappelling and Tequila Tasting • Sierra Madre ATV Adventure from Puerto Vallarta • South Shore Private Sightseeing Cruise in Puerto Vallarta
6.	Sedona, Arizona, USA	4.72	<ul style="list-style-type: none"> • Mogollon Rim Off-Road Tour • Diamondback Gulch by Off-Road Jeep from Sedona • Zip Line Tour at Out of Africa Wildlife Park in Camp Verde
7.	Queenstown, New Zealand	4.72	<ul style="list-style-type: none"> • Twilight Wine and Craft Beer Tour • Queenstown Nevis Highwire Bungy Jump • Half-Day Milford Sound Flight and Cruise from Queenstown
8.	St. Petersburg, Russia	4.70	<ul style="list-style-type: none"> • Shore Excursion: Three Day Highlights Tour • Shore Excursion: 2-Day St. Petersburg City Explorer including Faberge Museum Visit • St.Petersburg Private Tour of The Hermitage Museum
9.	Santorini, Greece	4.69	<ul style="list-style-type: none"> • Santorini First Impressions Private Tour • 5-Hour Private Cruise from Fira • Santorini Wine Roads Tour with Wine Tastings
10.	Key West, Florida, USA	4.68	<ul style="list-style-type: none"> • Sunset Sail in Key West with Cocktails and Hors D'oeuvres • Small Group Kayak and Snorkel Eco Tour • Parasailing in Key West

Best Destinations in Europe for Experiences

Rank	Destination	Average Destination Rating*	Top-Rated Experiences

1.	Tromso, Norway	4.77	<ul style="list-style-type: none"> • Norwegian Fjords Tour Including Professional Photos in Tromso • Reindeer Feeding, Lasso Throwing, and Sami Culture Tour Including Lunch from Tromso • Aurora Borealis Private Night Tour from Tromso
2.	St. Petersburg, Russia	4.70	<ul style="list-style-type: none"> • Shore Excursion: Three Day Highlights Tour • Shore Excursion: 2-Day St. Petersburg City Explorer including Faberge Museum Visit • St.Petersburg Private Tour of The Hermitage Museum
3.	Santorini, Greece	4.69	<ul style="list-style-type: none"> • Santorini First Impressions Private Tour • 5-Hour Private Cruise from Fira • Santorini Wine Roads Tour with Wine Tastings
4.	Belfast, Northern Ireland	4.68	<ul style="list-style-type: none"> • Belfast Troubles Historical Walking Tour • 2-Hour Black Taxi Tour of Belfast's Murals and Peace Walls • Titanic Walking Tour in Belfast
5.	Funchal, Portugal	4.65	<ul style="list-style-type: none"> • 3-Hour Madeira Scenic Island Tour by Motorcycle Sidecar • Canyoning in Madeira Island • Madeira's Cliffs and Valleys Jeep Tour from Funchal
6.	Split, Croatia	4.65	<ul style="list-style-type: none"> • Split Electric Bicycle Tour • Cetina River Extreme Canyoning Adventure from Split • Half-Day Split Sea Kayak Adventure
7.	Berlin, Germany	4.60	<ul style="list-style-type: none"> • Private Tour: Berlin by Trabant Stretch-Limousine • Private Walking Tour: World War 2 and Cold War Sites in Berlin • 3-Hour East Berlin Walking Tour
8.	Porto, Portugal	4.60	<ul style="list-style-type: none"> • Paiva Walkways and Alvarenga Small-Group from Porto • Geres Waterfall Trek from Porto • Authentic Douro Wine Tour Including Lunch
9.	Edinburgh, Scotland	4.57	<ul style="list-style-type: none"> • 4-Day Tour of the West Highlands and Isle of Skye from Edinburgh • Private Half-Day Tour of Edinburgh in a Mini • Old Town Edinburgh 2-Hour Guided Tour
10.	Dublin, Ireland	4.56	<ul style="list-style-type: none"> • Whiskey Tasting Tour of Dublin • 1916 Rebellion Walking Tour • Howth Peninsula Hiking Tour

TripAdvisor is the world's largest online provider of tours, activities and attractions, offering more than 121,000 bookable tours, activities and experiences to help travellers unleash the full potential of their trips.

Methodology

The best destinations for experiences were determined based on the average rating for bookable experiences in destination.

*Ratings are based on a five-point scale.

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travellers to unleash the full potential of every trip. With over 661 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.7 million accommodations, airlines, experiences, and restaurants -- TripAdvisor provides travellers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travellers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 456 million average monthly unique visitors**, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

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* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2017

** Source: TripAdvisor log files, average monthly unique visitors, Q2 2018

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