

Tripadvisor Announces 2021 Travellers' Choice 'Things to Do' Awards 2021 Awards Recognise Travellers' Favourite Experiences Around the World Across 12 Subcategories York is home to the #1 Experience in the UK and Europe and #8 in world

LONDON, UK, 23 June, 2021 -- Today, Tripadvisor announced the winners of its 2021 **Travellers' Choice "Best of the Best" Things to Do Awards**. Previously called the Travellers' Choice Awards for Experiences, the revamped Things to Do Awards have been broadened to recognise all the best activities listed on Tripadvisor, so travellers across the globe need look no further for inspiration to make that all important next trip exceptional. Tripadvisor also expanded the awards across a dozen subcategories, from Nature & Hiking to Water Adventures to Out of the Ordinary Experiences.

Just in time for summer, Tripadvisor is sharing the activities that travellers have raved about the most over the past year, so others can go out and experience them for themselves. Whether travellers love to plan in advance, or wait to see what's nearby once they're in-destination, Tripadvisor's Things to Do Awards surface recommendations for all types of travellers, according to the best guides: other travellers who have been there and done that.

"When I think about what makes a trip truly unforgettable, it's those can't-miss and truly unique activities like a sunset sail with my family, a bike tour with the most hilarious and knowledgeable tour guide, or doing something out of my comfort zone, like ziplining through the forests of New Zealand," said Kate Urquhart, general manager, experiences at Tripadvisor. *"With no other accolades of its scale, the Travellers' Choice Things to Do Awards are in a unique class of their own, highlighting all the activities travellers have determined are essential when visiting a destination."*

What's trending for 2021?

Outdoor and water-based activities are popular this year, not surprising considering that indoors has been largely off-limits throughout the pandemic. Winners also include more than your traditional guided city walking tours, with things like a [husky safari in Finland](#), French wine and cheese tasting in Paris, and a [private boat through the crystal blue lagoon of Malta](#) ranking among travellers' favourites.

In the UK, the top-rated Overall Experience is the [Dark Ghost Walking Tour in York](#), which is also ranked number one in Europe and eighth in the world. At just £9 per adult ticket, this tour is a family friendly experience, perfect for those who have a bit of a wicked streak and are looking to explore the darker side of the city with a tour guide famous for his wonderfully dark sense of humour.

Other notable UK winners include, Edinburgh's [The Chocolarium Chocolate Tour Experience](#), which ranks third in the world's top **Food Experiences**, the [Guided Bike Tour in York](#), which places third in the world's top **Biking Tours**, a [High-Speed Boat Trip through London](#) which is fifth in the world's best-rated **Water Adventures** and [Newquay Coasteering Adventure](#), named eight best in the world's **Adventure Activities** category.

In addition to world and country-level winners, this year Tripadvisor is also ranking the best Things to Do in 10 major cities around the world, including London. These lists are inclusive of experiences, tours, activities and attractions. It's the first time Tripadvisor has combined attractions and bookable experiences into one major award category, giving travellers a full picture of the best things to do in popular cities globally - according to those who've visited.

For 2021, Tripadvisor is awarding the **Best of the Best Things to Do across 12 subcategories**:

Category	#1 in the world
Top Overall Experiences - inclusive of experiences and attractions	Jet Ski Tour of Dubai: Burj Al Arab, Dubai Marina, Atlantis, Palm & Burj Khalifa - Dubai, UAE
Best Things to Do in 10 Cities - inclusive of experiences and attractions	Winner lists for 10 cities around the world: London, Cairns, Cancun, Charleston, Dubai, Las Vegas, Maui, Miami, New Orleans, Sedona
Adventure Activities	Hang gliding Experience Rotorfly - Rio de Janeiro, Brazil
Food Experiences	Undiscovered Charleston: Half Day Food, Wine & History Tour with Cooking Class - Charleston, South Carolina, United States.

Nature and Hiking	Ziplining Forest Adventure - The Original Canopy Tour Rotorua - Rotorua, New Zealand
Water Adventures	Jet Ski Tour of Dubai: Burj Al Arab, Dubai Marina, Atlantis, Palm & Burj Khalifa - Dubai, UAE
Out of the Ordinary	Heli Hike Fox Glacier - Fox Glacier, New Zealand
Sailing and Day Cruises	2 Hour Lisbon Sunset and Wine Sailing Tour - Lisbon, Portugal
Wine Experiences	Wine Sampler Tour - Queenstown, New Zealand
Biking Tours	Red Rock Canyon Self-Guided Electric Bike Tour , Las Vegas, United States
Luxury Tours	3-Days Discovery Of Angkor, Waterfalls, Floating Village and Banteay Srei temple - Siem Reap, Cambodia
Family-Friendly Fun	Exciting Upper Pigeon Smoky Mountains Rafting Trip - Hartford, Tennessee, United States

Top 10 Experiences in the UK for 2021

[Dark Ghost Walking Tour in York](#), York

This tour is a family friendly experience, perfect for those who have a bit of a wicked streak and are looking to explore the darker side of the city with a tour guide famous for his wonderfully dark sense of humour.

[Mad Day Out Beatles Taxi Tours](#), Liverpool

A bespoke Beatles Tour across Liverpool, in a unique John Lennon Rolls Royce themed electric taxi cab.

[Bogside history tours](#), Derry

This tour offers a unique look at the civil rights story and bloody sunday from those directly affected. Paul Doherty is the son of Patrick Doherty, one of the innocent victims of that day, and delivers this tour from his perspective.

[High-Speed Boat Trip through London](#), London

Super speedy boat tour taking in the sights of London, zipping, twisting and turning down the Thames.

[Cab tours belfast](#), Belfast

This tour offers an insight into the past troubles in Northern Ireland.

[Thames High-Speed Zone RIB Cruise in London](#), London

Ditch the leisurely pace of traditional sightseeing cruises in favor of a high-speed RIB boat ride on the Thames River

[Guided Bike Tour in York](#), York

Learn the history of York from a knowledgeable guide while taking in the sights on two wheels.

[Guided City Walking Tour of Newcastle](#), Newcastle

This tour offers insights into the history of the city from the Iron Age to present day, and delves into the background of some of the city's more interesting characters.

[Skye and Eilean Donan Castle Small-Group Day Tour from Inverness](#) Inverness

From Inverness, your driver will take you to some beautiful Scottish sights including Eilean Donan Castle, Loch Ness and the Isle of Skye. On the return trip to the mainland from Skye, you'll pass the majestic Glen Shiel, Loch Clunie, and the Great Glen to top off all of the incredible sights you've taken in that day.

[Classic London Landmarks Bicycle Tour](#), London

See the sights of England's capital without having to worry about getting stuck in traffic on this bike tour of central London. Pedal past some of the city's top landmarks and benefit from the insider knowledge of a guide during regular stops.

Make your next trip your best trip and discover all the Travellers' Choice Best of the Best Things to Do for 2021 here:

<https://www.tripadvisor.co.uk/TravellersChoice-ThingsToDo>.

Methodology

The 2021 Best of the Best Things to Do are calculated based on the quality and quantity of traveller reviews and ratings for experiences, tours, attractions, and activities on Tripadvisor collected from 1 January - 30 April, 2021, 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. All Best of the Best Things to Do subcategories are limited to experiences, except the Things to Do in 10 cities around the world, where attractions are included, for a bigger picture of the best things to do in that destination.

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 887 million 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 online travel brands and businesses, operating under various websites and apps, including the following websites:

www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com, www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

* Source: SimilarWeb, unique users de-duplicated monthly, March 2021

** Source: Tripadvisor internal log file

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