

ForwardKeys Flight Searches Monthly Update Data up to January 2026

VisitBritain/VisitEngland Research
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If you would like the data in a different format, please contact research@visitbritain.org

Key takeouts

The story: In January 2026, overall flight searches to the UK were slightly down YoY, with long haul demand tracking down 12% and short haul demand up 9%.

- The demand for the UK, measured by flight searches x the number of passengers searched for, saw a slight YoY decline in January 2026 (-2%).
- Long haul markets in aggregate saw a YoY decline of 12% in January with China the only market to see growth. The USA saw the largest YoY decline in searches, at similar levels to the previous two months.
- Short haul markets saw 9% growth in aggregate, led by strong growth from Italy, followed by Spain, Norway, Germany and France.
- For a competitor view, the Irish Republic saw stronger YoY growth in demand vs the UK in January 2026 (13% vs -2%).
- January 2026 growth was led by searches for Scotland. Amongst the top cities by volume, London was the only destination to see a YoY decline.

About the data

These slides show data from ForwardKeys *Flight Searches* module on the volume of flight searches to the UK, and the growth rate compared to comparison years. Data shown is for searches to the UK and to the Irish Republic, where stated.

Some notes on this data:

- The ForwardKeys database aggregates searches for the largest travel agencies and metasearch engines; kiwi.com, kiwi's partners (Edreams, eSky) and other metasearch engines (Google Flight, Kayak, Skyscanner, Momondo and wego) and Kiwi's airline partners (around 800). This amounts to 40 billion searches a day of the global market and please note that repeated searches across different platforms are present in the data.
- Data is available from 2019 to present day with a 2 week lag.
- The measure of 'searches' within the report and dashboard is based on a calculation of the number of searches which took place x the number of passengers included within each search (i.e. travel party size), giving us an estimation of the total potential demand for the destinations.
- The origin and destination refers to the location of the airport being searched for rather than where the search is being made from.
- Data can be analysed by **destination** at the UK/Irish Republic level as well as by UK nation and city level.
- Data can be analysed by origin market and city for which we have access to **15 markets** – Australia, Canada, China, France, Germany, India, Italy, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Switzerland, USA and the UAE. The **total** in the report and dashboard **refers to a sum/average of these 15 markets**.
- This analysis only includes searches which include a stay in the UK or Irish Republic and therefore excludes day trips, one-way trips or those returning home to the UK.
- When comparing to other inbound searches also bear in mind that this data does not capture any passengers/bookings made via train/ferry.
- Penetration of flight searches is higher in Europe and North America, and low in Asian markets.
- This report uses data that was most recently **updated on 16th February 2026**.

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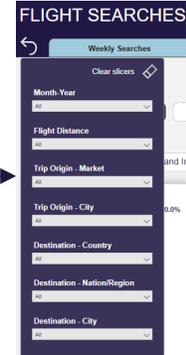
Additional data available on vb.org

See more data on the [ForwardKeys Flight Searches Dashboard](#) on visitbritain.org.

Different geographies

Destination – Country (UK vs Irish Republic)
Destination – Nation (Eng, Scot, Wales)
Destination - City
Trip Origin - Market
Trip Origin - City

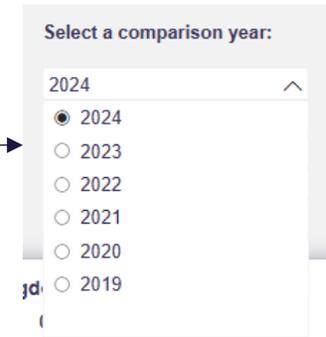
Click on the slicer icon in the top left of the dashboard. Select a 'Trip Origin' or 'Destination' filter to select the geography of your choice.



Multiple years of data

2019
2021
2022
2023
2024
2025
2016

At the top of each tab you can select the year you want to show and the year you want to compare to.



View granular insights

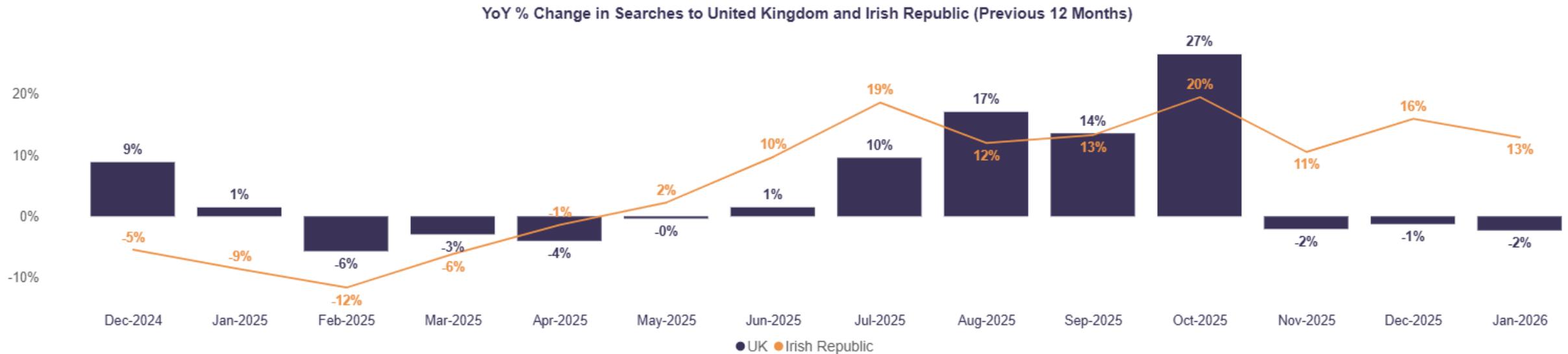
Daily Search Trends
Weekly Search Trends
Monthly Search trends
Length of stay Trends

Select the different tabs to view data at different date levels



Flight search trends | Flight searches saw a slight YoY decline in January 2026

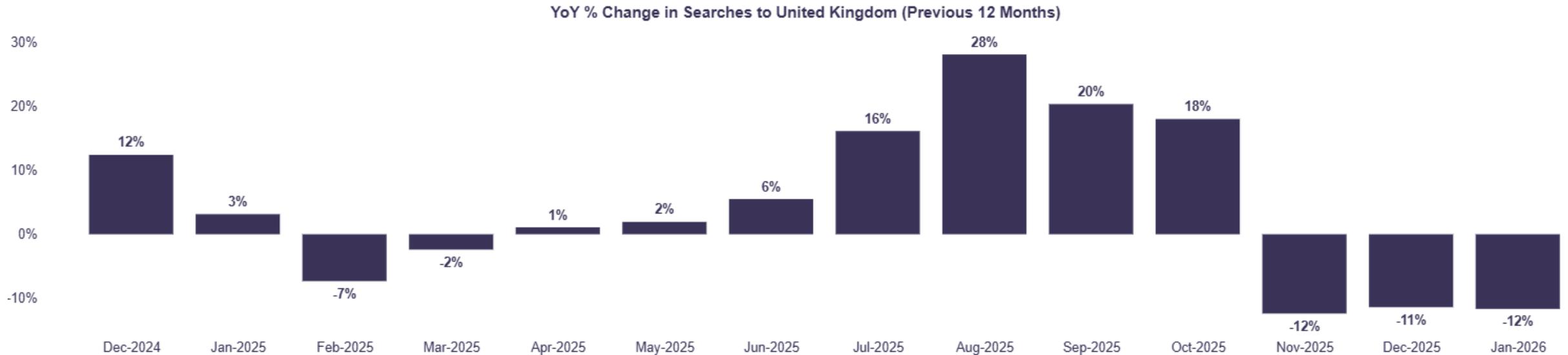
- Overall flight searches to the UK saw a slight decline of 2% in January 2026. Searches to the Irish Republic were up 13% YoY in January, seeing higher growth than the UK.



Source: ForwardKeys Flight Searches refreshed 16/02/2026. % growth vs previous year shown. YTD may be different to the dashboard as the dashboard is updated weekly. Overall flight searches refer to the average of 15 inbound markets within our subscription. Flight searches is a calculation of the number of searches which took place x the number of passengers included within each search (i.e. travel party size).

Long haul search trends | YoY declines from long haul markets continues

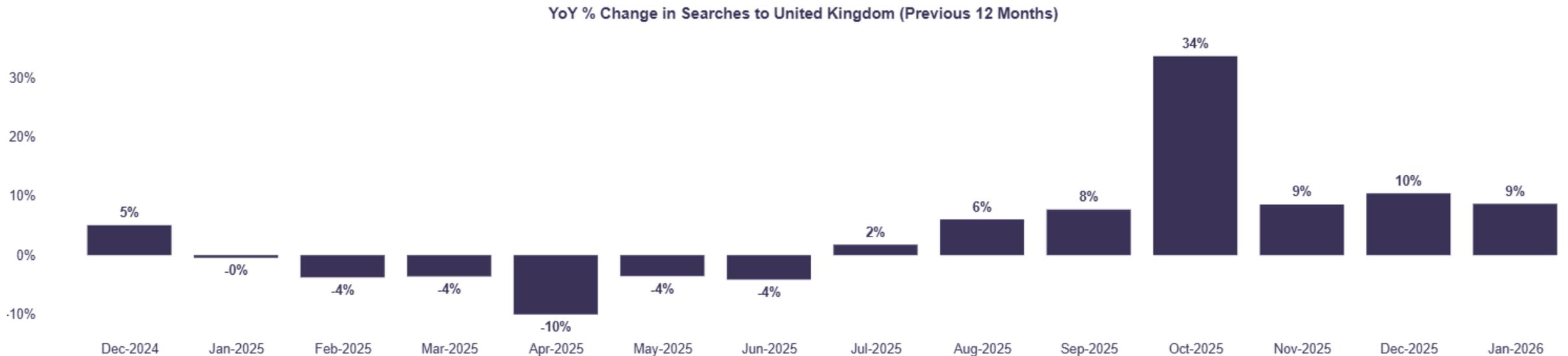
- Searches from long haul markets in aggregate (USA, Australia, Canada, India, UAE, Saudi Arabia and China), showed a YoY decline of 12% in January 2026, similar to the previous month.



Source: ForwardKeys Flight Searches refreshed 16/02/2026. % growth vs previous year shown. YTD may be different to the dashboard as the dashboard is updated weekly. Overall flight searches refer to the average of 15 inbound markets within our subscription. Flight searches is a calculation of the number of searches which took place x the number of passengers included within each search (i.e. travel party size).

Short haul search trends | Growth from short haul markets continues

- Searches from short haul markets (Spain, Germany, Italy, France, Netherlands, Sweden, Switzerland, and Norway) saw continued YoY growth into January 2026 at +9%.



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Origin market trends | European markets led flight search growth in January 2026

Market	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Jan-2026
Australia	-0%	-4%	-12%	-7%	3%	-10%
Canada	53%	51%	66%	19%	7%	-1%
China	3%	35%	28%	15%	-3%	4%
France	-0%	-9%	5%	6%	16%	1%
Germany	6%	7%	7%	4%	-10%	7%
India	3%	-6%	-15%	-10%	-9%	-11%
Italy	8%	24%	95%	24%	44%	27%
Netherlands	-19%	-12%	-2%	-9%	-7%	-2%
Norway	-5%	-13%	-5%	-7%	10%	8%
Saudi Arabia	100%	62%	40%	-24%	-27%	-10%
Spain	17%	18%	58%	9%	12%	10%
Sweden	10%	6%	-5%	-1%	-3%	-7%
Switzerland	17%	8%	8%	5%	-2%	-3%
U.S.A.	30%	21%	18%	-19%	-16%	-15%
United Arab Emirates	33%	37%	35%	1%	-4%	-2%

Latest month: January 2026 vs January 2025:

- Strongest YoY growth for flight searches to the UK was led by Italy, Spain, Norway and Germany. China and France saw more moderate growth.
- A slight decline in demand was seen from the UAE, Netherlands and Switzerland, with further declines from Sweden, Saudi Arabia, Australia and India.
- The USA continued to see larger YoY declines for flight searches, as it has done the previous two months.

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Destination nation trends | Scotland continued to lead YoY growth in January 2026

- Scotland was the only nation to see growth in January 2026 at +12%.
- There were slight declines in flight searches to Wales (-1%) and England (-5%).
- The Crown Dependencies (-12%) and Northern Ireland (-9%) saw larger declines at the beginning of the year.

Nation/Region	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Jan-2026
England	2%	-5%	-3%	-3%	-1%	1%	7%	16%	12%	28%	-4%	-4%	-5%
Scotland	-2%	-8%	-2%	-9%	1%	6%	23%	24%	22%	22%	11%	16%	12%
Wales	-20%	-28%	-19%	-8%	19%	-2%	-5%	-26%	-7%	22%	17%	3%	-1%
Northern Ireland	20%	12%	15%	5%	23%	31%	36%	32%	44%	5%	-16%	-16%	-9%
UK Crown Dependencies	-18%	-20%	-23%	-19%	12%	10%	-0%	-9%	-6%	-7%	-9%	-10%	-12%

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Destination city trends | Growth led by Scottish destinations

- Within the top ranking UK cities by volume in January 2026 (London, Edinburgh, Manchester, Glasgow and Birmingham), Edinburgh saw the largest YoY growth in searches followed by Manchester, Birmingham and Glasgow. London saw a 7% decline in searches.

Searches to United Kingdom Ranked by Destination City
(Latest Month: Jan-2026)

City	Rank	Searches
London	1	24.4M
Edinburgh	2	5.5M
Manchester	3	2.6M
Glasgow	4	1.1M
Birmingham	5	806.5K
Bristol	6	513.2K
Liverpool	7	339.4K
Belfast	8	257.5K
Newcastle	9	253.5K
Inverness	10	196.9K
Leeds	11	179.9K
Cardiff	12	135.7K
Aberdeen	13	111.2K
Nottingham	14	110.2K
Southampton	15	88.3K

YoY % Change in Searches to United Kingdom Ranked
by Destination City (Latest Month: Jan-2026)

City	Rank	YoY % Change in Searches
Sanday *	1	343%
North Ronaldsay *	2	138%
Eday *	3	48%
Westray *	4	38%
Shetland Islands	5	17%
Edinburgh	6	17%
Exeter	7	16%
Manchester	8	13%
Bournemouth	9	7%
Bristol	10	5%
Birmingham	11	3%
Newcastle	12	3%
Kirkwall	13	2%
Glasgow	14	2%
Inverness	15	-0%

Source: ForwardKeys Flight Searches refreshed 16/02/2026. % growth vs previous year shown. %s may be different to the dashboard as the dashboard is updated weekly. Overall flight searches refer to the average of 15 inbound markets within our subscription. Flight searches is a calculation of searches x number of passengers searched for.*YoY searches based on a low volume of searches. Destinations are based on UK airports.

For more information, please contact

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