



Flight Searches Monthly Update ForwardKeys, an Amadeus company Data up to June 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: Overall flight searches to the UK in June 2026 were slightly up vs June 2025. Continued growth was seen from short haul in aggregate whilst continued declines were seen from long haul in aggregate.

- The demand for the UK in June 2026, measured by flight searches x the number of passengers searched for, was up 4% vs June 2025. This was slightly higher than the previous two months but still lower vs March when there was a boost in searches following the start of the Middle East conflict.
- Long haul markets in aggregate saw a continued YoY decline of 8% in June, with Canada and China seeing YoY growth. Declines were seen from India, the UAE and Saudi Arabia, although searches from the Middle East were the strongest since the conflict began in March.
- Short haul markets saw 22% growth in aggregate with double digit growth from Italy, Spain, France and the Netherlands.
- For a competitor view, the Irish Republic saw 2% growth in demand in June 2026.
- June 2026 growth was led by searches to Scotland. England destinations in aggregate were on par with the previous year.

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 17th July 2026**.

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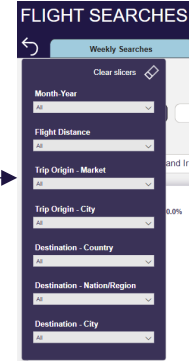
Additional data available on vb.org

See more data on the [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

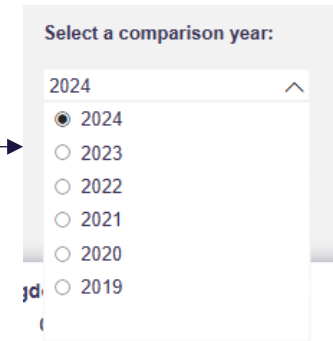
Click on the slicer icon in the top left of the dashboard. Select a 'Trip Origin' or 'Destination' filter to select the geography of your choice.



Multiple years of data

2019
2021
2022
2023
2024
2025
2026

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

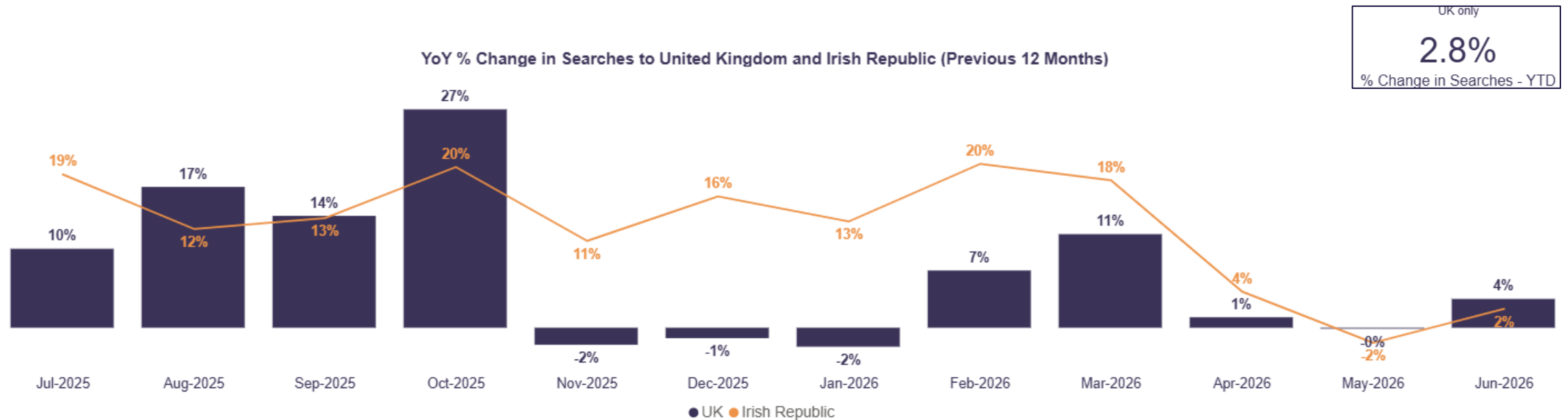
Daily Search Trends (*currently under review*)
Weekly Search Trends
Monthly Search trends
Length of stay Trends

Select the different tabs to view data at different date levels



Flight search trends | UK flight searches were up 4% in June 2026

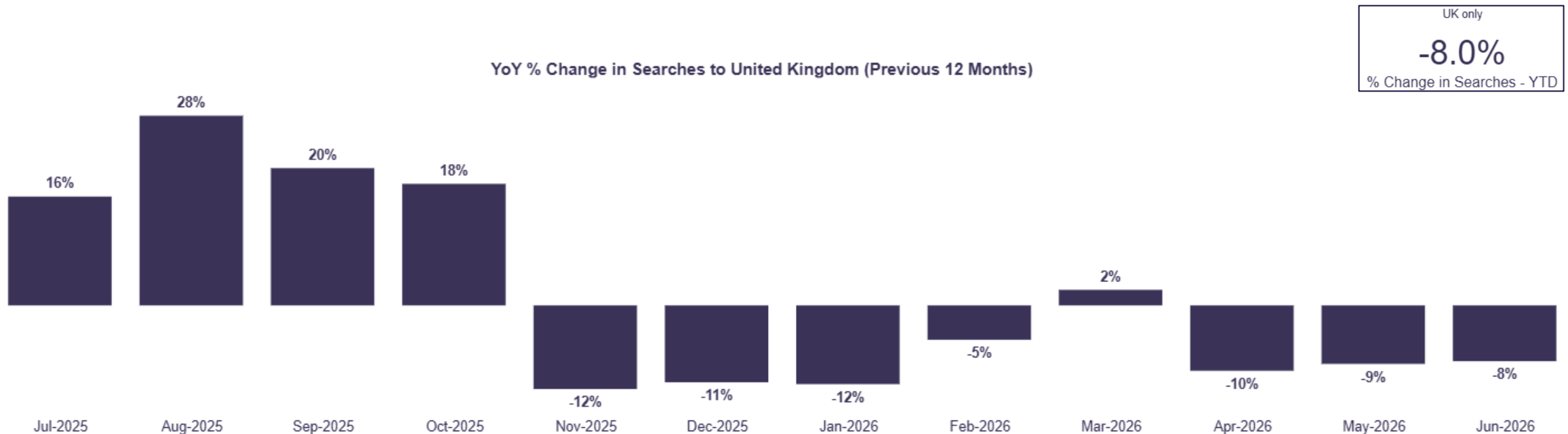
- Overall flight searches to the **UK** in June 2026 were up 4% vs the previous year, an improvement from April and May. Year-to-date searches to the UK were up 3%.
- Searches for the **Irish Republic** were up 2% YoY in June, just below the UK.



Source: ForwardKeys Flight Searches refreshed 16/07/26. % 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 | Continued YoY declines from long haul in aggregate

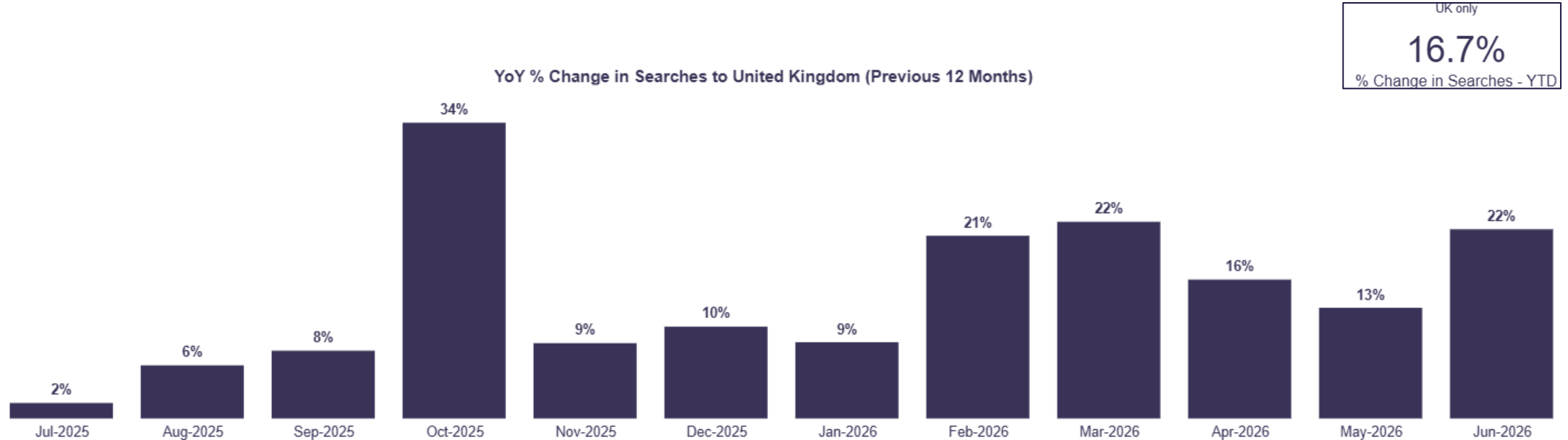
- Searches from **long haul markets** in aggregate (USA, Australia, Canada, India, UAE, Saudi Arabia and China), showed a continued YoY decline of 8% in June 2026, similar to the previous two months.
- Year-to-date searches from long haul markets were down 8%.



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Short haul search trends | Continued YoY growth from short haul markets

- Searches from **short haul markets** (Spain, Germany, Italy, France, Netherlands, Sweden, Switzerland, and Norway) saw continued YoY growth into June 2026, up 22%.
- Year-to-date searches were up 17%.



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Origin market trends | Europe led YoY growth in June 2026

Market	Jan-2026	Feb-2026	Mar-2026	Apr-2026	May-2026	Jun-2026
Australia	-10%	-9%	26%	-12%	-18%	-6%
Canada	-1%	7%	-1%	-15%	9%	18%
China	4%	-7%	27%	8%	-8%	6%
France	1%	10%	13%	19%	8%	23%
Germany	7%	20%	31%	23%	12%	13%
India	-11%	-14%	35%	-4%	-7%	-35%
Italy	27%	46%	37%	19%	20%	37%
Netherlands	-2%	1%	19%	5%	-3%	21%
Norway	8%	2%	21%	-3%	-11%	-15%
Saudi Arabia	-10%	-14%	1%	-32%	-29%	-15%
Spain	10%	25%	19%	21%	26%	31%
Sweden	-7%	-2%	15%	-9%	-9%	-4%
Switzerland	-3%	-1%	3%	-3%	-3%	0%
U.S.A	-15%	-5%	-4%	-4%	-9%	-7%
United Arab Emirates	-2%	-4%	-31%	-50%	-25%	-22%

Latest month – June 2026 vs June 2025:

- **Italy** (37%), **Spain** (31%), **France** (23%) and the **Netherlands** (21%) led YoY growth in June 2026. **Canada**, **China** and **Germany** also saw growth, whilst **Switzerland** was on par.
- Demand from **India** (-35%) and the **UAE** (-22%) saw the largest declines in June, followed by **Norway** and **Saudi Arabia**. However, searches from the Middle East were the strongest since the Middle East conflict started.
- Searches from **Australia**, the **USA** and **Sweden** saw single digit YoY declines in the latest month.

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Destination nation trends | Scotland led growth in June 2026

- **Scotland** (17%) led growth in June 2026, continuing it's strong YoY growth across 2026 so far, followed by **Wales** (7%) which saw growth following two months of YoY declines.
- Searches to **England** have been around on par in the last 3 months. Searches for **Northern Ireland** also saw a similar pattern barring a strong May.
- Searches to the **Crown Dependencies** have seen single digit declines in the last 2 months.

YoY % Change in Searches to United Kingdom by Destination Nation/Region (Previous 12 Months)

Nation/Region	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Jan-2026	Feb-2026	Mar-2026	Apr-2026	May-2026	Jun-2026
England	7%	16%	12%	28%	-4%	-4%	-5%	4%	11%	-0%	-2%	1%
Scotland	23%	24%	22%	22%	11%	16%	12%	21%	15%	10%	10%	17%
Wales	-5%	-26%	-7%	22%	17%	3%	-1%	20%	6%	-11%	-13%	7%
Northern Ireland	36%	32%	44%	5%	-16%	-16%	-9%	-4%	-2%	-2%	11%	-0%
UK Crown Dependencies	-0%	-9%	-6%	-7%	-9%	-10%	-12%	-6%	12%	5%	-6%	-9%

Source: ForwardKeys Flight Searches refreshed 16/07/26. % 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.

Destination city trends | Scottish destinations led June growth

- Within the top 5 ranking UK cities by volume in June 2026 (London, Edinburgh, Manchester, Glasgow and Birmingham), Edinburgh (19%) and Glasgow (+17%) saw the largest YoY growth in searches followed by Birmingham (4%) and Manchester (3%). Searches to London were around on par in the latest month.

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

City	Rank	Searches
London	1	19.4M
Edinburgh	2	3.8M
Manchester	3	2.1M
Glasgow	4	851.8K
Birmingham	5	729.3K
Bristol	6	424.4K
Liverpool	7	246.4K
Newcastle	8	205.3K
Belfast	9	197.4K
Leeds	10	153.8K
Cardiff	11	120.5K
Nottingham	12	108.8K
Inverness	13	104.3K
Aberdeen	14	87.3K
Southampton	15	69.0K

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

City	Rank	YoY % Change in Searches
Tiree, Inner Hebrides *	1	96%
Campbeltown *	2	29%
Benbecula *	3	25%
Bristol	4	19%
Edinburgh	5	19%
Glasgow	6	17%
Stornoway, Outer Stat H...	7	8%
Newquay	8	7%
Cardiff	9	7%
Nottingham	10	6%
Liverpool	11	4%
Birmingham	12	4%
Inverness	13	4%
Guernsey	14	4%
Manchester	15	3%

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For more information, please contact

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