



Flight Searches Monthly Update ForwardKeys, an Amadeus company Data up to July 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 July 2026 saw a YoY decline of 3%. Continued growth was seen from short haul in aggregate whilst continued declines were seen from long haul in aggregate, driven by large declines from the Middle East.

- The demand for the UK in July 2026, measured by flight searches x the number of passengers searched for, was down 3% vs July 2025. This was the lowest YoY change in 2026 so far.
- Long haul markets in aggregate saw a large YoY decline of -21% in July driven by large declines from Saudi Arabia and the Middle East. China was the only long haul market to see YoY growth.
- Short haul markets saw continued growth of 23% with double digit growth led by Netherlands, Italy and Spain.
- For a competitor view, demand for the Irish Republic was on par with the previous year in July 2026.
- July 2026 growth was led by searches to Bristol and Edinburgh with Scotland the only nation to see YoY growth.

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 August 2026.**

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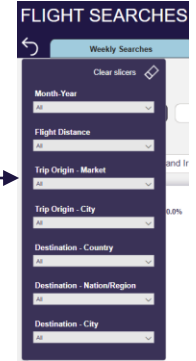
Additional data available on vb.org

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

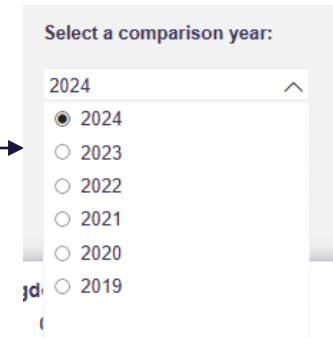
Click on the slicer icon in the top left of the dashboard. Select a 'Trip Origin' or 'Destination' filter to select the geography of your choice.



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

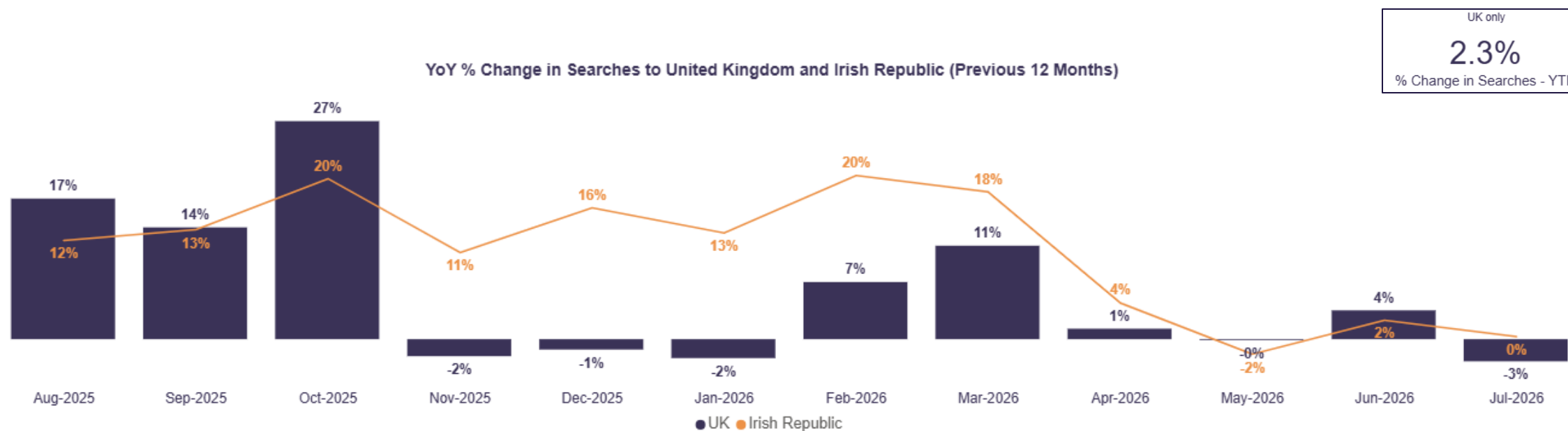
Daily Search Trends (*currently under review*)
Weekly Search Trends
Monthly Search trends
Length of stay Trends

Select the different tabs to view data at different date levels



Flight search trends | UK flight searches were down 3% in July 2026

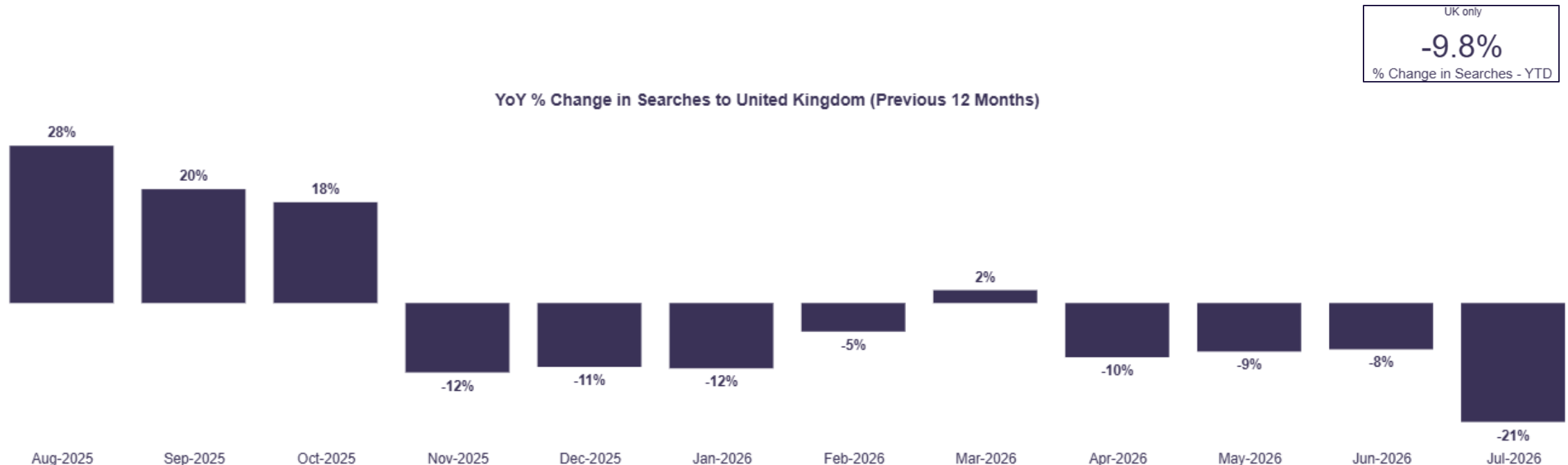
- Overall flight searches to the **UK** were down 3% in July 2026, the lowest YoY change this year. Year-to-date searches to the UK were up 2%.
- Searches for the **Irish Republic** were on par in July, just above the UK.



Source: ForwardKeys Flight Searches refreshed 17/08/26. % 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 | Large dip in demand from long haul markets in aggregate

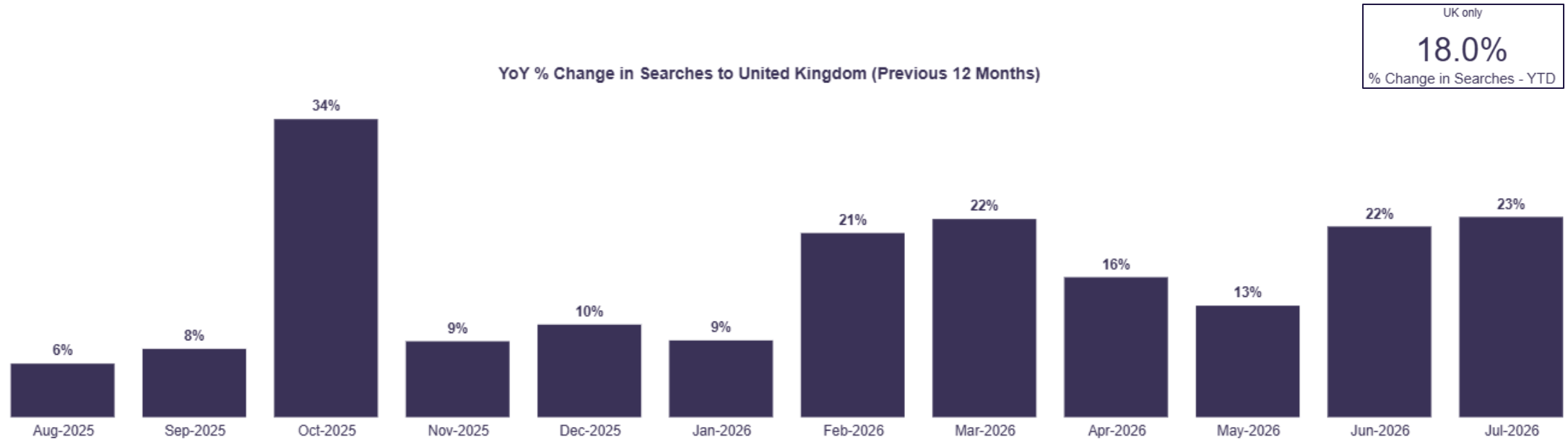
- Searches from **long haul markets** in aggregate (USA, Australia, Canada, India, UAE, Saudi Arabia and China), showed a large decline of 21% in July 2026.
- Year-to-date searches from long haul markets were down 10%.



Source: ForwardKeys Flight Searches refreshed 17/08/26. % 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).

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 July 2026, up 23%.
- Year-to-date searches were up 18%.



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Origin market trends | Netherlands, Italy and Spain led YoY growth in July 2026

Market	Feb-2026	Mar-2026	Apr-2026	May-2026	Jun-2026	Jul-2026
Australia	-9%	26%	-12%	-18%	-6%	-11%
Canada	7%	-1%	-15%	9%	16%	-13%
China	-7%	27%	8%	-8%	6%	5%
France	10%	13%	19%	8%	23%	16%
Germany	20%	31%	23%	12%	13%	10%
India	-14%	35%	-4%	-7%	-35%	-21%
Italy	46%	37%	19%	20%	37%	34%
Netherlands	1%	19%	5%	-3%	21%	69%
Norway	2%	21%	-3%	-11%	-15%	-13%
Saudi Arabia	-14%	1%	-32%	-29%	-15%	-41%
Spain	25%	19%	21%	26%	31%	29%
Sweden	-2%	15%	-9%	-9%	-4%	-2%
Switzerland	-1%	3%	-3%	-3%	0%	-11%
U.S.A	-5%	-4%	-4%	-9%	-7%	-22%
United Arab Emirates	-4%	-31%	-50%	-25%	-22%	-34%

Latest month – July 2026 vs July 2025:

- **Netherlands** (69%), **Italy** (34%) and **Spain** (29%) led YoY growth. **France** (16%), **Germany** (10%) and **China** (5%) also saw YoY growth in the latest month.
- Demand from **Saudi Arabia** (-41%) and the **UAE** (-34%) saw the largest declines overall and a decline vs the previous few months.
- Across the remaining long haul markets, the **USA** (-22%) and **India** (-21%) were also lagging behind, as well as **Canada** (-13%) and **Australia** (-11%). In Europe, **Norway** (-13%), **Switzerland** (-11%) and **Sweden** (-2%) saw YoY declines.

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Destination nation trends | Scotland continued to lead growth in July 2026

- **Scotland** (13%) led growth in July 2026, continuing its strong YoY growth across 2026 so far.
- Searches to **England** and **Wales** were both down 6% YoY.
- Demand for Northern Ireland and the UK Crown Dependencies were down 13% and 4%, respectively.

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

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

Source: ForwardKeys Flight Searches refreshed 17/08/26. % 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 | Bristol and Edinburgh led YoY growth in July 2026.

- Within the top 5 ranking UK cities by volume in July 2026 (London, Edinburgh, Manchester, Glasgow and Birmingham), Edinburgh (+15%) and Glasgow (+9%) saw the largest YoY growth in searches. Declines were seen for Birmingham (-6%), London (-6%) and Manchester (-9%). Overall, Bristol led growth in July.

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

City	Rank	Searches
London	1	19.7M
Edinburgh	2	4.7M
Manchester	3	2.1M
Glasgow	4	907.2K
Birmingham	5	689.2K
Bristol	6	452.6K
Liverpool	7	261.2K
Newcastle	8	206.4K
Belfast	9	205.0K
Leeds	10	159.9K
Nottingham	11	111.1K
Cardiff	12	108.8K
Inverness	13	104.5K
Aberdeen	14	85.8K
Southampton	15	67.1K
Dundee	16	54.2K

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

City	Rank	YoY % Change in Searches
Bristol	1	19%
Edinburgh	2	15%
Isle Of Man	3	12%
Glasgow	4	9%
Benbecula *	5	8%
Newquay	6	7%
Dundee	7	6%
Guernsey	8	2%
Campbeltown *	9	-0%
Nottingham	10	-0%
Shetland Islands *	11	-1%
Tiree, Inner Hebrides *	12	-2%
Newcastle	13	-5%
Alderney *	14	-5%
Cardiff	15	-6%
London	16	-6%

Source: ForwardKeys Flight Searches refreshed 17/08/26. % 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.*YoY searches based on a low volume of searches <10k. Destinations are based on UK airports.

For more information, please contact

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