



Flight Searches Monthly Update ForwardKeys, an Amadeus company Data up to September 2026

VisitBritain/VisitEngland Research

(Published October 2026)

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 saw an uplift in September 2026, an improvement from the past few months. 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 September 2026, measured by flight searches x the number of passengers searched for, was up 5% vs September 2025, an improvement from the previous few months.
- Long haul markets in aggregate saw a large YoY decline of -21% in September 2026 driven by steep declines from Saudi Arabia, the UAE, Australia, Canada and India. Demand from China was down 3% year-on-year.
- Short haul markets saw continued growth of 29% with double digit growth led by Germany, France and Spain. All other European markets saw growth in September.
- For a competitor view, demand for the Irish Republic was up 8% vs the previous year in September 2026.
- September 2026 growth was led by searches to Scottish destinations.

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 20th October 2026.**

Disclaimer: All rights reserved; content based on data provided by ForwardKeys by Forward Data SL. The content and the data provided in this document are for your information and internal use only. The content is provided "as is" without any warranty as to accuracy, completeness, satisfactory quality or fitness for any particular purpose. It is strictly forbidden to extract, reproduce, republish or publicly display any content included in this document without the prior written authorisation of VisitBritain. If you wish to use any of this content or similar data, please contact us on research@visitbritain.org for more information.

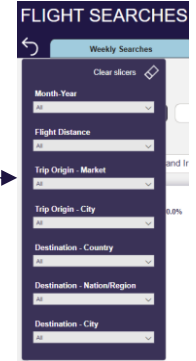
Additional data available on vb.org

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

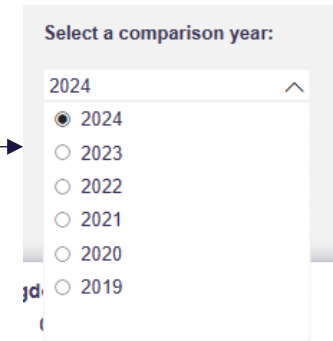
Click on the slicer icon in the top left of the dashboard. Select a 'Trip Origin' or 'Destination' filter to select the geography of your choice.



Multiple years of data

2019
2021
2022
2023
2024
2025
2026

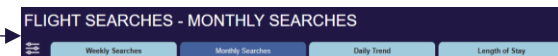
At the top of each tab you can select the year you want to show and the year you want to compare to.



View granular insights

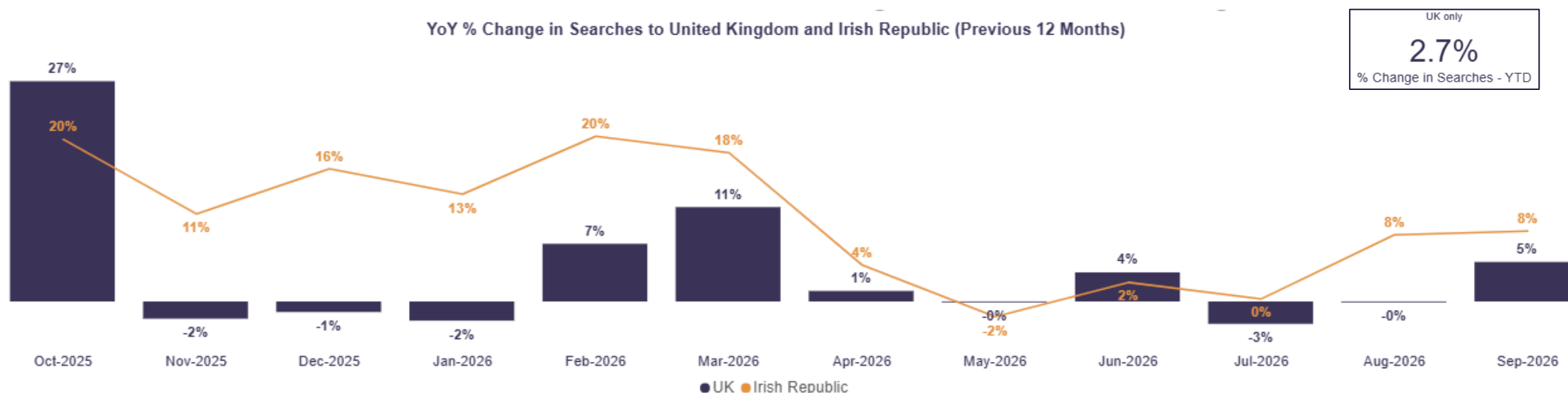
Daily Search Trends
Weekly Search Trends
Monthly Search trends
Length of stay Trends

Select the different tabs to view data at different date levels



Flight search trends | UK flight searches in September 2026 were up 5%

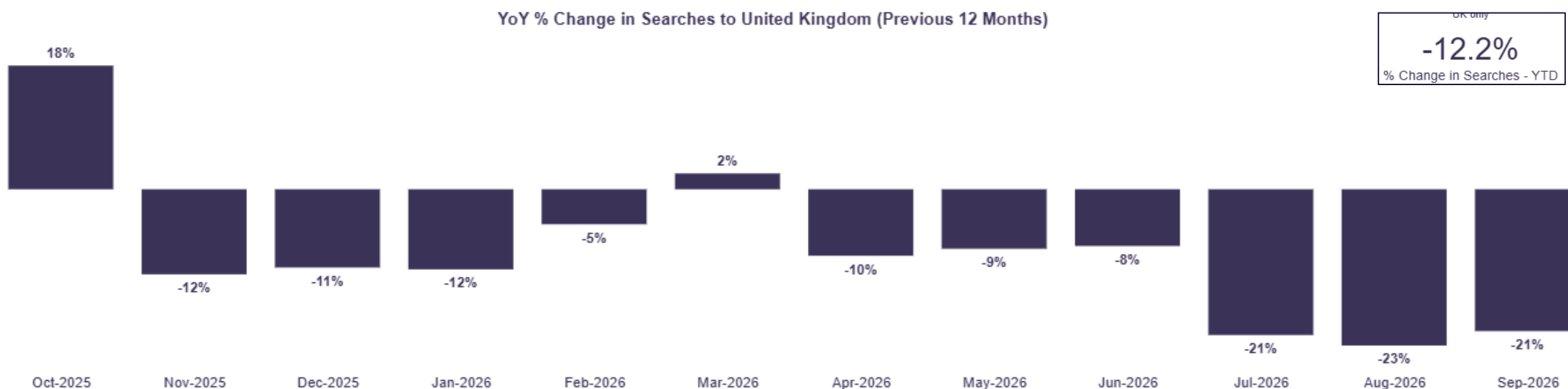
- Overall flight searches to the **UK** in September 2026 were up 5% vs the previous year, an improvement from the last few months. Year-to-date searches to the UK were up 3%.
- Searches for the **Irish Republic** were up 8% in September 2026, the same as the previous month.



Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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 | Year-on-year declines in long haul demand continues

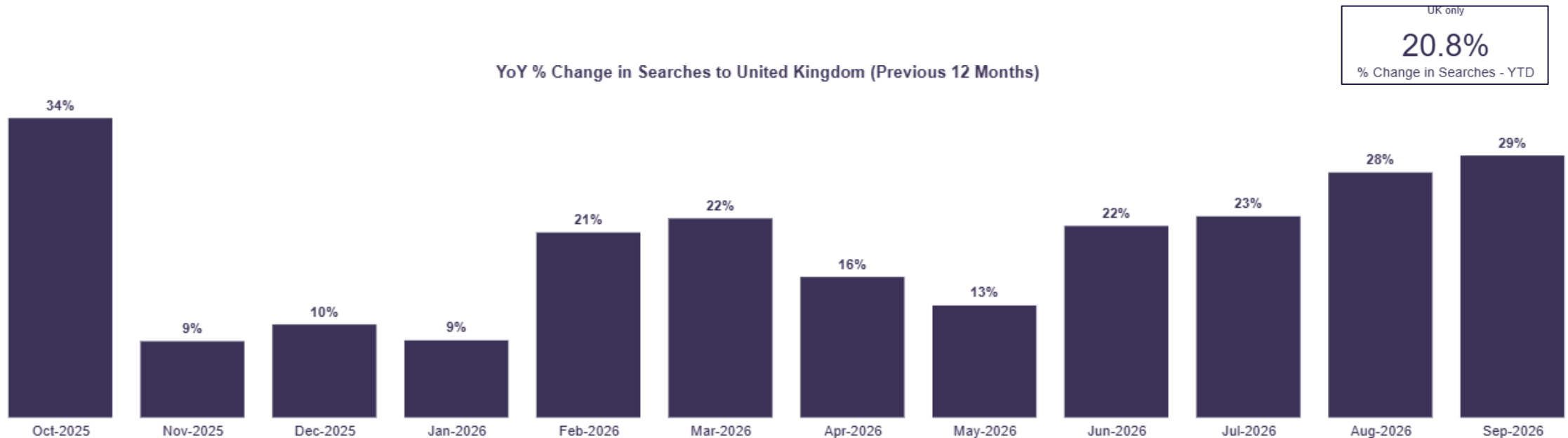
- Searches from **long haul markets** in aggregate (USA, Australia, Canada, India, UAE, Saudi Arabia and China), continued to show declines in September 2026; down 21%.
- Year-to-date searches from long haul markets were down 12%.



Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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** in aggregate (Spain, Germany, Italy, France, Netherlands, Sweden, Switzerland, and Norway) saw continued YoY growth into September 2026, up 29%.
- Year-to-date searches were up 21%.



Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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).

Origin market trends | Germany, France and Spain led growth in September 2026

Market	Mar-2026	Apr-2026	May-2026	Jun-2026	Jul-2026	Aug-2026	Sep-2026
Australia	25.85%	-12.48%	-18.08%	-6.37%	-11.27%	-20.41%	-27.29%
Canada	-0.91%	-14.81%	9.29%	15.54%	-13.20%	-26.73%	-25.49%
China	26.77%	7.69%	-7.60%	6.36%	5.28%	15.57%	-2.77%
France	13.03%	18.81%	7.86%	22.69%	15.76%	26.09%	32.20%
Germany	31.27%	23.00%	11.83%	13.14%	10.09%	25.97%	32.99%
India	35.14%	-3.98%	-7.26%	-35.01%	-20.79%	-19.57%	-24.37%
Italy	36.62%	18.79%	20.17%	37.30%	34.37%	31.79%	29.57%
Netherlands	19.34%	4.59%	-3.05%	21.12%	68.73%	19.88%	26.63%
Norway	21.47%	-2.94%	-11.12%	-15.43%	-13.09%	19.22%	25.10%
Saudi Arabia	0.55%	-32.25%	-28.83%	-15.28%	-41.42%	-39.18%	-30.06%
Spain	18.76%	20.88%	26.00%	30.71%	29.49%	36.75%	31.56%
Sweden	14.91%	-8.62%	-8.73%	-3.82%	-2.25%	0.54%	11.88%
Switzerland	3.11%	-2.64%	-2.70%	0.50%	-10.72%	11.80%	17.47%
U.S.A.	-3.62%	-3.93%	-8.54%	-6.74%	-21.87%	-20.35%	-16.07%
United Arab Emirates	-30.99%	-50.32%	-25.34%	-21.55%	-33.64%	-40.14%	-37.48%

Latest month – September 2026 vs September 2025:

- European markets continued to show YoY growth in demand, led by **Germany** (+33%), **France** (+32%) and **Spain** (+32%). Growth was also seen from **Italy** (+30%), **Netherlands** (+27%), **Norway** (+25%), **Switzerland** (+18%) and **Sweden** (+12%).
- Demand from long haul was tracking behind 2025 across the board. **China** (-3%), saw a slight dip in searches, followed by double digit declines from **the USA** (-16%), **India** (-25%), **Canada** (-25%), **Australia** (-27%), **Saudi Arabia** (-30%) and **the UAE** (-38%).

Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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 the number of searches which took place x the number of passengers included within each search (i.e. travel party size). Penetration of flight searches is higher in Europe and North America, and low in Asian markets.

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

- **Scotland** (+25%) led search growth in September 2026, continuing its strong YoY growth across 2026 so far.
- Searches to **England** were up 1%, an improvement from the past two months, whilst searches to **Wales** were up 6%.

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

▲ Nation/Region	Oct-2025	Nov-2025	Dec-2025	Jan-2026	Feb-2026	Mar-2026	Apr-2026	May-2026	Jun-2026	Jul-2026	Aug-2026	Sep-2026
England	27.69%	-4.13%	-4.08%	-5.11%	4.34%	10.75%	-0.18%	-1.87%	1.11%	-5.77%	-5.09%	0.70%
Scotland	22.01%	10.70%	15.82%	12.11%	20.71%	15.13%	9.91%	10.32%	17.13%	12.74%	24.06%	24.54%
Wales	22.28%	16.76%	3.43%	-1.26%	19.89%	6.04%	-11.02%	-12.64%	6.67%	-5.53%	-2.35%	6.32%
Northern Ireland	5.20%	-16.49%	-16.19%	-9.17%	-3.53%	-1.55%	-1.54%	11.14%	-0.14%	-12.56%	-1.12%	-3.97%
UK Crown Dependencies	-6.78%	-8.78%	-10.21%	-12.04%	-6.08%	12.01%	4.55%	-5.83%	-8.97%	-4.21%	18.54%	8.48%

Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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 growth in September 2026

- Within the top 5 ranking UK cities by volume in September 2026 (London, Edinburgh, Manchester, Glasgow and Birmingham), Edinburgh (+30%) and Glasgow (+9%) saw the largest YoY growth in searches. London saw an uplift of 1%, whilst searches to Manchester were on par with the previous year and searches to Birmingham were down 4%.

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

City	Rank	Searches
London	1	23.3M
Edinburgh	2	6.1M
Manchester	3	2.5M
Glasgow	4	917.4K
Birmingham	5	759.0K
Bristol	6	526.2K
Liverpool	7	342.5K
Newcastle	8	235.1K
Belfast	9	222.4K
Leeds	10	178.6K
Nottingham	11	133.0K
Cardiff	12	118.1K
Inverness	13	97.4K
Aberdeen	14	92.5K
Dundee	15	63.6K

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

City	Rank	YoY % Change in Searches
Benbecula *	1	99%
Kirkwall *	2	77%
Bournemouth	3	62%
Guernsey *	4	42%
Edinburgh	5	30%
Bristol	6	21%
Campbeltown *	7	21%
Islay *	8	19%
Nottingham	9	18%
Stornoway, Outer Stat H...	10	18%
Dundee	11	16%
Derry	12	16%
Isle Of Man	13	13%
Barra *	14	13%
Newquay	15	13%

Source: ForwardKeys Flight Searches refreshed 19/10/26. % 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

Research@visitbritain.org