

## Christmas 2024: Top-Rated Destinations for Unique Experiences by TUI Musement

- **Insight:** A study based on activity reviews reveals the 10 best destinations for December
- **Christmas Getaways 2024:** Highlights include top locations in Thailand, Spain, Portugal, the United States, Cape Verde, and Finland

**Palma de Mallorca, November 28, 2024** – Christmas holidays are the perfect opportunity to break away from routine and explore new destinations. The quality and variety of activities available can greatly enhance the travel experience. That's why [TUI Musement](https://www.tuimusement.com/uk/) (<https://www.tuimusement.com/uk/>), a leader in tours and activities, has compiled a selection of the best places to visit during this festive season, based on traveler reviews of activities and experiences.\*

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The analysis identifies 10 ideal locations for this time of year, catering to both sun-seekers and fans of winter landscapes. From Thailand and Cape Verde's idyllic beaches to the Northern Lights in Finland, the list offers destinations promising unforgettable experiences.

**Phuket, Thailand.** With an average score of 8.6, Thailand's largest island leads the ranking thanks to its high-quality activities, such as speedboat trips to the stunning Phi Phi Islands, tours of Phuket's vibrant Old Town, and visits to the iconic Big Buddha. Phuket is an excellent choice for enjoying the December sun.

**New York, United States.** Christmas magic is in full swing in the Big Apple. According to reviews, iconic observatories like the SUMMIT at One Vanderbilt are a must-see, along with Broadway musicals and guided tours of Dyker Heights, the Brooklyn neighbourhood renowned for its extravagant holiday decorations.

**Madeira, Portugal.** With mild December temperatures, this Portuguese island offers outdoor activities such as 4x4 excursions through the UNESCO-listed laurel forests and scenic walks along the famous levadas. To soak in the festive atmosphere, the standout activity is a nighttime tour of Funchal's dazzling Christmas lights.

**Krabi, Thailand.** Thailand reappears on the list with Krabi, earning high ratings for its tours. Highlights include jungle safaris featuring swims in the famous Emerald Pool, relaxation in natural hot springs, and visits to the spectacular Tiger Cave Temple, a must for adventurers looking to explore the wild side of the region.

**Khao Lak, Thailand.** Christmas in Khao Lak offers a mix of relaxation and adventure. In addition to sunbathing on stunning beaches, travellers can explore James Bond Island on a kayak excursion through Phang Nga Bay or marvel at nature's beauty with a visit to Khao Sok National Park.

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**Sai, Cape Verde.** This sunny destination boasts a variety of activities that cater to all types of travellers. Popular options include island tours to landmarks like Pedra Lume and Kite Beach, as well as adrenaline-filled buggy excursions and zipline courses, offering breathtaking views to round off the year.

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**Costa del Sol, Spain.** December is the perfect time to explore the region's natural wonders, such as the dramatic rock formations of El Torcal and the legendary Caminito del Rey trail. In Málaga, guided tours of the city's famous Christmas light displays are particularly popular with visitors.

**Yllas, Finland.** Located in Finnish Lapland, Yllas tops the list for a white Christmas experience. Visitors can enjoy snowy landscapes with husky sled rides or snowmobile adventures through frozen forests. Night safaris to chase the Northern Lights are also highly rated by TUI Musement customers.

**Fuerteventura, Spain.** Known for its ideal conditions for kitesurfing and windsurfing, Fuerteventura offers more than just water sports. Travellers can enjoy a coastal cruise, visit charming villages like Betancuria and Ajuy, or explore the pristine beaches and mysterious Villa Winter within the Jandía Natural Park.

**Lanzarote, Spain.** A UNESCO Biosphere Reserve, Lanzarote is famous for its volcanic landscapes in Timanfaya National Park and the unique wine-growing techniques in La Geria. Must-visit sites include Cueva de los Verdes and Jameos del Agua, designed by

local artist César Manrique. Submarine tours, highly rated by families, add a unique touch to any Lanzarote itinerary.

### Notes to Editors

**\*Methodology:** *This analysis is based on user reviews of experiences conducted during December 2021, 2022, and 2023. Only destinations with at least 100 reviews were included, considering ratings across all languages and markets available through TUI Musement.*

### Ranking (Average Experience Ratings):

Phuket: 8,68

Nueva York: 8,49

Madeira: 8,48

Krabi: 8,38

Khao Lak: 8,34

Sal: 8,29

Costa del Sol: 8,15

Yllas: 8,13

Fuerteventura: 8,03

Lanzarote: 8,00

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### Images available here:

*Experiences Recommended by TUI Musement (if of interest):*

#### Phuket

[Speedboat Tour of the Phi Phi Islands](#)

[Phuket Sightseeing Tour with a Local Guide](#)

#### New York

[SUMMIT One Vanderbilt tickets](#)

[Dyker Heights Christmas Wonderland tour](#)

#### Madeira

[Eastern Madeira Sustainable Tour in a 4x4](#)

[Rabaçal Valley Walking Tour](#)

[Funchal Christmas Lights Festive Walking Tour](#)

#### Krabi

[Krabi Jungle Tour with Hot Spring and Tiger Cave Temple](#)

#### Khao Lak

[Andaman Sea Kayak](#)

[Khao Sok National Park Tour](#)

**Sal**[Postcards of Sal Tour with Kite Beach and Local Lunch](#)[Sal Island Buggy Tour](#)[Sal Island Zipline Course](#)**Costa del Sol**[Andalusia Tour with El Torcal and Antequera](#)[Caminito del Rey](#)[Mijas & Malaga Christmas Lights Tour](#)**Yllas**[Yllas Husky Sleigh Tour](#)[Yllas Aurora borealis snowmobile safari](#)[Yllas Snowmobile Day Tour](#)**Fuerteventura**[Fuerteventura VIP Catamaran Cruise](#)[Fuerteventura Villages, Caves and Farm Tour](#)**Lanzarote**[Timanfaya Volcanic Tour](#)[Lanzarote Submarine Tour](#)[Northern Lanzarote Tour with Green Caves and Jameos del Agua](#)

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**About TUI Musement**

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

- Experiences: Excursions, activities & tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing flights, hotels, experiences and transfers

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI websites and apps, in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group.

**About TUI Group**

The TUI Group is one of the world's leading tourism groups and operates worldwide. The Group is headquartered in Germany. TUI shares are listed in the MDAX index of the Frankfurt Stock Exchange and in the regulated market of the Lower Saxony Stock Exchange in Hanover. TUI Group offers its 19 million customers integrated services from a single source and forms the entire tourism value chain under one roof. The Group owns over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 17 cruise ships, ranging from the MS Europa and MS Europa 2 in the luxury class and expedition ships in the HANSEATIC class to the Mein Schiff fleet of TUI Cruises and cruise ships operated by Marella Cruises in the UK. The Group also includes Europe's leading tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with more than 130 modern medium- and long-haul aircraft and around 1,200 travel agencies. In addition to

expanding its core business with hotels and cruises via successful joint ventures and activities in vacation destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental and social action is at the heart of our corporate culture. With projects in 25 countries, the TUI Care Foundation initiated by TUI focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards. In this way, it supports the development of vacation destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

## **TUI Group**

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