

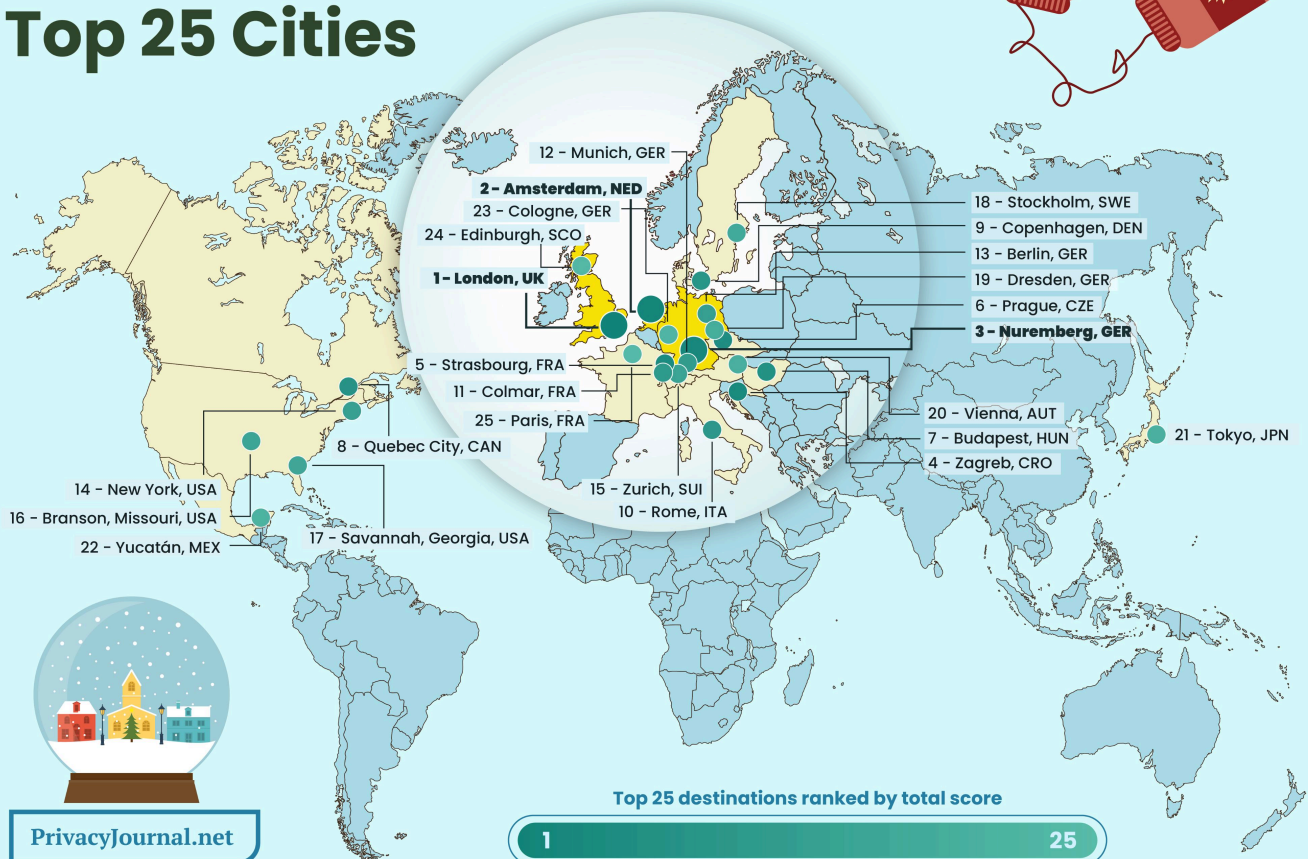
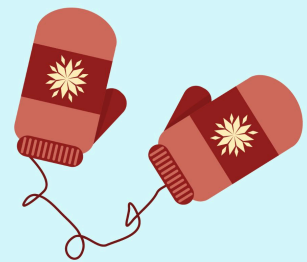
# The Best Christmas Tour Destinations of 2025: A Data-Driven Ranking

As the lights go up and the scent of mulled wine hangs in the winter air once more, travelers worldwide seek destinations that truly capture the magic of Christmas. Our comprehensive analysis reveals which destinations offer the most compelling Christmas tour experiences for 2025, combining accessibility, value and unforgettable festive atmosphere.

We analyzed data from Tripadvisor and Kayak, examining four critical factors: the number of available Christmas tours, median tour price per hour, average number of languages offered and average hotel rates per night in December.

Read on to find out which Christmas hotspots are the most sought-after, and to get some top tips on how to recognize and protect yourself from Christmas tour scams.

## Where to Take Christmas Tours in 2025: Top 25 Cities



## Key Findings

- **London Is the Most Popular for Christmas Tours:** The British capital secured the top position. Despite higher accommodation costs, London's extensive tour options make it the ultimate festive destination.
- **European Cities Make the Top Ten:** Nine of the top ten destinations are European. The continent's deep-rooted Christmas traditions, historic market culture and architectural charm create an authentic holiday atmosphere that never fails to draw people in.
- **Zagreb Offers Exceptional Value:** Zagreb, in position four overall, maintains significantly lower December accommodation costs than Western European counterparts.
- **North American Cities Make the Top 25:** Four North American destinations secured spots in the top 25. However, Quebec City, in eighth place, was the only North American destination to make it to the top ten.
- **Language Accessibility Helps:** Several top-ranking destinations offer tours in numerous languages, with Amsterdam and Nuremberg leading in this category.

## The Top Christmas Tour Destinations in 2025

Total Score	Link	Total Score	Number of Christmas tours	Median price per hour	Average number of languages	Average December price (night)
1	London, United Kingdom	69.4	1	7	26	19
2	Amsterdam, Netherlands	67.6	16	5	1	17
3	Nuremberg, Germany	63.1	31	22	2	10
4	Zagreb, Croatia	59.8	22	15	5	5
5	Strasbourg, France	54.6	8	11	3	24
6	Prague, Czech Republic	54.6	5	10	12	20
7	Budapest, Hungary	52.6	10	20	13	13
8	Quebec City, Canada	51.9	25	3	17	11
9	Copenhagen, Denmark	51.9	14	21	11	14
10	Rome, Italy	51.7	6	17	7	25
11	Colmar, France	51.4	17	4	15	18

12	Munich, Germany	51.2	10	18	21	9
13	Berlin, Germany	50.6	8	13	20	12
14	New York, USA	49.8	1	16	26	33
15	Zurich, Switzerland	49.4	25	8	7	26
16	Branson, Missouri, USA	49.3	22	6	30	1
17	Savannah, Georgia, USA	47.8	17	2	30	7
18	Stockholm, Sweden	46.7	13	27	17	4
19	Dresden, Germany	46.4	17	28	15	6
20	Vienna, Austria	45.9	4	14	23	28
21	Tokyo, Japan	45.6	25	1	3	30
22	Yucatán, Mexico	45.3	25	26	25	3
23	Cologne, Germany	44.5	22	30	13	8
24	Edinburgh, Scotland	43.9	14	19	22	22
25	Paris, France	43.9	3	23	6	32
26	Oslo, Norway	43	25	29	7	21
27	Madeira, Portugal	42.7	17	12	23	23
28	Reykjavik, Iceland	40.7	12	25	17	27
29	Mexico City, Mexico	40	17	31	7	2
30	Sydney, Australia	34.3	25	9	30	29
31	Lapland, Finland	27.8	7	24	29	31
32	Bruges, Belgium	21.2	31	33	28	16
33	Innsbruck, Austria	19.9	31	32	30	15

#### Table notes:

- 1 = best
- The ranking considered 50+ destinations in total, but excluded those with no Christmas tours or just one tour. This left us with 33 destinations, scored across four key categories.
- **Number of Christmas tours:** The number of tours available for tourists to take
- **Median price per hour:** The median price of a tour per hour
- **Average number of languages:** The average number of languages tourists can choose to do a tour in
- **Average December night:** The average price of accommodation for one night over the Christmas period



## Top 10 Christmas Tour Destinations for 2025

### 1. London, United Kingdom

London transforms into a Christmas spectacular each December, offering many Christmas tours that cater to every festive fantasy. From traditional walking tours through Victorian-era markets at Greenwich and Southbank to exclusive behind-the-scenes experiences at historic palaces adorned with seasonal decorations, the British capital delivers Christmas magic at every turn.

While not the best in terms of the number of languages offered for tours (London ranks at number 26 in this category), and although December accommodation averages around \$274 per night, the sheer breadth of free festive attractions—including the Trafalgar Square Christmas tree and Covent Garden's decorations—helps balance the overall trip cost.

**Festive Fact:** The Trafalgar Square Christmas tree is an annual gift from Norway, a tradition dating back to 1947 as thanks for Britain's support during World War II. The Norwegian spruce is ceremoniously lit each December in a celebration attended by the Lord Mayor of Westminster and the Norwegian Ambassador.





## 2. Amsterdam, Netherlands

According to Tripadvisor, the Dutch capital offers Christmas tours that blend traditional charm with innovative seasonal experiences. Tours range from boat cruises past illuminated merchants' houses to culinary experiences sampling traditional Dutch holiday treats like oliebollen and speculaas.

With tours available in an average of five languages and a reasonable average price per hour (around \$23), Amsterdam presents a more accessible alternative to London. However, accommodation costs are steep at \$267 per night on average during December.

**Festive Fact:** The Dutch celebrate Sinterklaas on December 5th, when the legendary figure arrives by steamboat from Spain. This tradition inspired many modern Christmas customs, including the concept of Santa Claus leaving gifts.



## 3. Nuremberg, Germany

This Bavarian city offers the most authentic journey into European holiday heritage. Tours are available in an average of five languages, and accommodation per night works out at around \$197—the most affordable among the top three destinations.

The medieval Old Town becomes an enchanted village where visitors sample traditional Lebkuchen (gingerbread), admire handcrafted wooden toys that have been made using centuries-old techniques, and watch artisans create glass ornaments using methods passed down through generations.

What's more, Nuremberg's Christkindlesmarkt isn't just a Christmas market—it's a 400-year-old tradition that defines the German festive experience.

**Festive Fact:** The Nuremberg Christkindlesmarkt opens with the traditional prologue spoken by the Christkind (Christ Child), a role performed by a young woman selected every two years. She appears dressed in white and gold with a golden crown, symbolizing the angel who announces the season of joy to over two million visitors annually.



## 4. Zagreb, Croatia

Zagreb has emerged as Eastern Europe's Christmas gem, despite being smaller than many Western European capitals. The city's tours often include visits to the Upper Town with panoramic views over the illuminated city, explorations of traditional Croatian Christmas customs, and culinary experiences featuring regional holiday specialties.



The tours are available in three languages on average and cost approximately \$46.98 median price, with accommodation averaging a relatively affordable \$165 per night.

**Festive Fact:** Advent in Zagreb was named Europe's best Christmas market three years running in 2016, 2017 and 2018.



## 5. Strasbourg, France

Strasbourg proudly claims the title of "Capital of Christmas," hosting France's oldest Christmas market since 1570. With its various Christmas tours, this Alsatian city nestled on the French-German border offers a unique blend of both cultures' festive traditions.

Tours explore the city's multiple market areas, from the traditional Christkindelsmärik around the cathedral to the charming Village du Partage promoting sustainability and ethical consumption.

Visitors can enjoy tours in an average of three languages, but you may need to cough up as much as around \$322 per night for accommodation and \$44 per hour for tours. Strasbourg is the priciest city for December accommodation out of the top five.



**Festive Fact:** Strasbourg erects one of the tallest Christmas trees in Europe—often reaching 30 meters—in Place Kléber, the city's central square. The tree is decorated with hundreds of lights and topped with a star, creating a stunning centerpiece that has become an iconic symbol of the Alsatian Christmas tradition.



## 6. Prague, Czech Republic

Prague's fairy-tale architecture provides the perfect backdrop for Christmas tours that transport visitors into a storybook winter wonderland. Tours cover traditional Czech customs, tastings of trdelník (a cinnamon-sugared pastry) and svařák (mulled wine) and explorations of artisan workshops where glass ornaments and marionettes are crafted.

Tours often incorporate the city's stunning Baroque and Gothic architecture, which becomes even more enchanting under winter illumination and light snowfall. The tours are delivered in three languages on average, which is great news for visitors, and cost around \$39 (median) per hour.

Though Prague is generally more affordable to visit than destinations like Strasbourg, its December accommodation costs are steep at around \$277 per night.



**Festive Fact:** Prague's Old Town Square Christmas tree is sourced from Czech forests and stands as a symbol of national pride. The lighting ceremony is accompanied by traditional Czech carols and marks the official opening of the Christmas season, with the tree remaining illuminated through Epiphany on January 6th.



## 7. Budapest, Hungary

Budapest's Christmas markets spread across both sides of the Danube, with tours offering diverse perspectives on Hungarian holiday traditions. Tours often combine Christmas market visits with experiences of Budapest's unique thermal bath culture, offering the surreal experience of relaxing in outdoor thermal pools while snow falls around you.

While Budapest scores points for language accessibility (an average of three languages), it's ranked much lower in the median tour price per hour category due to an average asking price of \$55.

On the bright side, you can stay in Budapest in December at a somewhat cheaper price than most top ten destinations. Our analysis revealed the average nightly fee to be approximately \$227.



**Festive Fact:** Budapest's St. Stephen's Basilica hosts "Advent Feast," where stunning 3D light projection shows illuminate the church's facade with Christmas stories and Hungarian folklore, synchronized to classical music. This free spectacle has become one of Europe's most impressive Christmas attractions, drawing thousands of viewers nightly throughout December.



## 8. Quebec City, Canada

Quebec City stands as North America's closest approximation to a European Christmas experience, its Christmas tours celebrating both French-Canadian heritage and winter wonderland charm.

Tours, which typically cater for two languages, cost approximately \$22.63 per hour median price, and accommodation averages \$201 per night. This makes Quebec City one of the more reasonably-priced Christmas tour destinations when compared with cities like Strasbourg, Prague, London and Amsterdam.

Tours often provide festive market experiences with outdoor winter adventures, reflecting how Canada embraces the winter period. Visitors can tour the Ice Hotel, ride horse-drawn carriages through snowy streets, and experience Quebecois Christmas traditions that blend French, British and Indigenous influences.



**Festive Fact:** Quebec City maintains a tradition of transforming the Plains of Abraham into a massive winter playground during the holiday season, featuring skiing, ice slides and illuminated trails.



## 9. Copenhagen, Denmark

Copenhagen's Tivoli Gardens becomes a twinkling fairyland during Christmas. Tours explore Copenhagen's hygge approach to Christmas—the Danish concept of cozy contentment—through visits to candlelit markets, traditional bakeries producing æbleskiver (spherical pancakes), and workshops demonstrating traditional Danish paper-cutting crafts.

Accommodation averages \$242 per night—putting Copenhagen in a similar price range to Budapest—and a tour can set you back around \$57 per hour. However, Copenhagen is one of the more tourist-friendly destinations language-wise, with an average of three language options for tours.

**Festive Fact:** Legend has it that Tivoli Gardens inspired Walt Disney during his visit in 1951, influencing the design of Disneyland. During Christmas, the park honors its heritage with vintage-style decorations and maintains traditions like the Tivoli Guard's Christmas parade, where young boys in uniforms march through the illuminated grounds playing traditional carols.



## 10. Rome, Italy

Rome offers a distinctly Mediterranean Christmas experience with tours that blend religious significance with Italian festive traditions. As the heart of Catholicism, Rome's Christmas celebrations carry profound spiritual meaning, with tours to elaborate nativity scenes (presepi) displayed in churches throughout the city, midnight Mass at St. Peter's Basilica, and the lighting of the Christmas tree in St. Peter's Square.

Tours are often given in three languages on average, reflecting Rome's status as a global tourist destination, though accommodation averages a whopping \$331 per night. Visitors will also need to factor in an average of around \$52 per hour for a Christmas tour.

**Festive Fact:** Rome's Piazza Navona hosts one of Italy's oldest Christmas markets, the Befana Market, which celebrates the legend of La Befana—a kind witch who delivers gifts to Italian children on Epiphany Eve (January 5th). According to legend, she was invited to visit baby Jesus but was too busy cleaning, and has been searching for him ever since, leaving gifts for children along the way.





## Protecting Yourself from Christmas Travel Scams

The festive season's high demand for magical holiday experiences unfortunately creates opportunities for scammers to exploit eager travelers.

Christmas travel scams have become increasingly sophisticated, with fraudsters creating fake booking websites that mimic legitimate platforms like Booking.com and Airbnb, advertising nonexistent Christmas tours, and listing vacation rentals using stolen photos.

These scams typically involve requests for payment outside secure platforms, properties that don't exist upon arrival, or tour operators who disappear after collecting deposits for exclusive festive experiences.

Travelers can protect themselves from holiday booking fraud by following these essential precautions:



- **Book only through official platforms:** Type website URLs directly into your browser rather than clicking ads, and verify the site has proper HTTPS encryption
- **Never pay outside the platform:** Reject any requests for wire transfers, cryptocurrency, or direct bank deposits, as legitimate operators use secure booking systems
- **Research extensively:** Check multiple review sources and use reverse image searches on property photos to verify authenticity
- **Verify tour operators:** Contact official tourism boards to confirm tour companies are licensed and legitimate before booking
- **Use credit cards:** They offer better fraud protection and dispute resolution than debit cards or bank transfers
- **Trust your instincts:** If a luxury Christmas accommodation or exclusive tour is dramatically cheaper than competitors during peak season, it's likely too good to be true
- **Document everything:** Save all confirmation emails, screenshots, and correspondence as evidence if disputes arise
- **Report scams immediately:** Contact your bank, the booking platform, and consumer protection agencies if you encounter fraud

## | Methodology and Sources

This analysis examined more than 50 globally recognized Christmas tour destinations to identify which cities offer the most compelling festive experiences for holiday travelers. Our methodology incorporated multiple data sources and metrics to create a comprehensive ranking that balances experiential quality with practical considerations.

### Data Collection

Data was gathered from the following sources:

- **Tripadvisor:** We analyzed the number of available Christmas-themed tours, median price per hour for these tours, and the average number of languages in which tours are offered for each destination.
- **Kayak:** We collected average hotel accommodation prices per night for December, representing peak Christmas travel period costs.

## Scoring Methodology

To create a fair comparison across destinations with vastly different scales and characteristics, we normalized all metrics to a common scale. Each destination received scores based on:

- 1. Tour Availability:** Higher numbers of available Christmas tours indicate greater variety and choice for visitors
- 2. Value for Money:** Lower median tour prices per hour received higher scores, reflecting better value
- 3. Accessibility:** More language options indicate better accessibility for international visitors
- 4. Accommodation Costs:** Lower average December hotel prices received higher scores, representing more affordable destinations

These normalized scores were then combined with appropriate weighting to generate an overall ranking score for each destination.

## | CEO Commentary

"What's really striking about this year's results is how completely Europe dominates the Christmas tour landscape—nine of our top ten destinations are European cities. But what's even more interesting is the diversity of destinations.

You've got London leading with sheer variety, the Netherlands, France and Germany with classic Christmas market experiences and language accessibility, and then hidden gems like Zagreb offering more affordable December accommodation.

On a slightly less cheery note, I'd like to highlight how important it is to be cautious when booking your dream Christmas tour. Be sure to keep an eye out for family and friends' too, as not everyone is tech-savvy and clued in on how scammers operate."

Mauricio Preuss, PrivacyJournal CEO

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