

TUI Musement crowns the 30 most popular castles and palaces in Europe in 2026

- Castles and palaces in Czech Republic, UK, Austria, France, Poland, Spain, Germany and Romania make up the top 10
- Prague Castle holds on to the top spot, Schönbrunn climbs onto the podium, and Buda Castle enters the top 30 as the only newcomer
- Top 30 based on 2026 review volumes, with analysis comparing to 2023 data showing how the ranking has changed

Palma de Mallorca, 17 September 2026 – Culture and heritage rank among

Europeans' main reasons to travel this autumn, and they are the preferred type of holiday among those planning a trip in October and November, according to the European Travel Commission (ETC)*.

Independent market research** commissioned by TUI Musement's points in the same direction: 94% of respondents say they are interested, or very interested, in history, culture and heritage experiences on their next city break. And that interest doesn't stop when the trip ends, 8 in 10 say they have also visited a monument or landmark close to home.

Against this backdrop, [TUI Musement](#), a leader in tours and activities, has identified Europe's 30 most popular castles and palaces, based on the number of Google reviews***. This new edition of the analysis compares 2023 and 2026 data to show how the ranking has evolved in recent years.

The top 10

With more than 199,000 reviews, 31% more than in 2023, [Prague Castle](#) leads the ranking once again. Beyond being one of the largest palace complexes in the world, it packs centuries of history into a single site, taking in landmarks such as St Vitus Cathedral, the Old Royal Palace and the picturesque Golden Lane.

[Buckingham Palace](#), the British monarch's official residence in London, holds on to second place. The Changing of the Guard draws thousands of visitors throughout the year, while in summer the State Rooms open their doors to welcome visitors

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inside one of Britain's most emblematic institutions. It is also one of the easiest landmarks to reach on foot: the Riu Plaza London Victoria, part of TUI Group's hotel portfolio, sits just a ten-minute walk away.

[Schönbrunn Palace](#), celebrating 30 years as a UNESCO World Heritage Site this year, climbs two places to third with more than 182,000 reviews (41% more than in 2023). Its rooms open a window onto the world of Empress Maria Theresa, Sisi and Emperor Franz Joseph I, and onto the imperial legacy that shaped centuries of Austrian history.

Fourth place goes to the [Palace of Versailles](#), once home to the kings of France. The Hall of Mirrors, the Royal Apartments and the sweeping gardens tell the story of court life and of moments that changed Europe, from the absolutism of Louis XIV to the signing of the Treaty of Versailles that ended the First World War.

Down two places but firmly in fifth, [Wawel Castle](#) remains one of Europe's great cultural draws. The former residence and coronation site of Poland's kings sits above the famous Dragon's Den, one of Krakow's best-loved symbols.

The [Alhambra](#) stays in sixth. Home first to the Nasrid sultans and later to the kings of Castile, this ensemble of palaces, gardens and fortifications reflects the cultures that shaped Granada's history and identity. The Nasrid Palaces, the Generalife, the Alcazaba and the Palace of Charles V are among its most striking spaces.

Seventh place goes to another Spanish entry: the [Royal Palace of Madrid](#), which moves up one position after a 47% rise in Google reviews. Spanning more than 135,000 square metres, it still hosts official receptions and ceremonies of the Spanish Royal Household. Highlights open to visitors include the Throne Room, the Gasparini Room and the Royal Chapel. The palace is a thirteen-minute walk from the Riu Plaza España, on Gran Vía, another of the Group's central city hotels.

The walls of the [Tower of London](#), in eighth, witnessed events that changed the course of the country, from the execution of Anne Boleyn to the disappearance of Prince Edward V and his brother, the Duke of York. Today they guard the Crown

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Jewels, the tradition of the Yeoman Warders and the legend of the ravens, said to be the fortress's guardians.

With more than 114,000 reviews, [Neuschwanstein Castle](#) climbs to ninth. Set in the Bavarian Alps, this fairy-tale palace invites visitors into the world of King Ludwig II of Bavaria, the "Mad King" or "Swan King", and his fascination with art, architecture and medieval legend. Many believe it inspired Sleeping Beauty's castle.

Closing the top 10 is [Bran Castle](#), better known as "Dracula's castle". Vlad Tepes, the historical figure behind Bram Stoker's character, never lived here, but its silhouette in the heart of Transylvania has been feeding the legend for decades. Beyond the myth, it sums up centuries of Romanian history, from border fortress to royal residence.

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The top 30: who's up, who's down and who's new

The full ranking brings together 30 castles and palaces from across Europe, from former royal residences and medieval fortresses to UNESCO World Heritage sites. Spain has the strongest presence with six entries, followed by the United Kingdom with four. Italy and Portugal have three each.

The big news is the arrival of **Buda Castle**, which enters the ranking at number 23 after a 65% increase in reviews compared with 2023. Among the most notable climbers are Schönbrunn Palace, Neuschwanstein Castle and Malbork Castle, each gaining two places.

At the other end, Montjuïc Castle drops six places, the steepest fall in the ranking, followed by Edinburgh Castle, Peñíscola Castle and Heidelberg Castle, each down three.

Many of these landmarks can be visited with TUI Musement tickets and guided tours, with local guides on hand to bring the story behind each site to life.

Notes for editors:

See the full ranking table on the TUI Musement blog:

<https://blog.tuimusement.com/uk/most-popular-castles-and-palaces-in-europe/>

*European Travel Commission: [Monitoring Sentiment for Intra-European Travel](#)

**Independent study conducted by Appinio for TUI Musement.

*** **Methodology:** TUI Musement analysed the number of Google reviews published for castles and palaces across Europe and built the ranking based on total review volume recorded in July 2026. The data was compared with figures collected in July 2023, when the first edition of the study was carried out, to identify changes in position over the past three years.

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This announcement can be found in the press section on www.tuigroup.com
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About TUI Musement

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

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

Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the TUI Musement, the flagship experiences portfolio of TUI Group. Products are distributed to customers, including the 34.7+ million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as 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 and employs approximately 7,000 people worldwide.

About TUI Group

The TUI Group is a leading global tourism group. The group is headquartered in Germany. TUI shares are listed on the MDAX index of the Frankfurt Stock Exchange and on the regulated market of the Lower Saxony Stock Exchange in Hanover. The TUI Group offers its more than 34.7 million customers integrated services from a single source and covers the entire tourism value chain under one roof. The Group owns more than 460 hotels and resorts with premium brands such as RIU, TUI Blue, and Robinson, as well as 18 cruise ships, ranging from the luxury class MS Europa and MS Europa 2 and the HANSEATIC class expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in the UK. The group also includes leading European tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, five airlines with 125 modern medium- and long-haul aircraft, and around 1,200 travel agencies. In addition to expanding its core business with hotels and cruises through successful joint ventures and activities in holiday 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. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, education and training, and the strengthening of environmental and social standards with projects in 25 countries. In this way, it supports the development of holiday destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

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