

Most loved travel & tourism brands

Online (2019) Average/100 pts

Haven	87.1
P&O	81.7
Expedia	80.3
Hilton	79.6
Booking.com	71.8
Travelrepublic.co.uk	71.7
Saga	61.9
Virgin (Holidays, General)	57.7
Premier Inn	55.5
Royal Caribbean	51.5
Virgin Atlantic	49.6
Jet2	48.8
TripAdvisor	46.7
Emirates	43.1
Travelodge	35.9
Airbnb	33.6
trivago	30
British Airways	27.7
Monarch	27.5
Thomas Cook	26.5
TUI/Thomson	26
KLM	24.6
First Choice	23.7
National Express	22.9
Virgin Trains	19
Eurostar	18.7
London Underground (Tube)	16.1
Ryanair	15.4
EasyJet	15.3

Offline (2019) Average/100 pts

Royal Caribbean	89.9
Premier Inn	87.2
Emirates	82.1
Jet2	76
TripAdvisor	70.6
P&O	69
Booking.com	68.3
Expedia	66.6
Hilton	64.5
Airbnb	64.3
Virgin Atlantic	63.8
First Choice	63.6
Travelrepublic.co.uk	63.3
Haven	61.1
Virgin (Holidays, General)	55.1
trivago	54.5
Saga	51.1
Travelodge	50
KLM	48.7
Thomas Cook	44.5
TUI/Thomson	39.3
Eurostar	31.7
British Airways	30.9
Monarch	29.8
EasyJet	17.4
Virgin Trains	17
National Express	13.7
London Underground (Tube)	3.3
Ryanair	1.1

The Most Loved Brands Ranking include those with the highest sentiment scores online and offline in H1 2019.

The Ranking is based on Kantar's proprietary TotalSocial data which continuously measures the four most important drivers of brand performance: brand sharing, sentiment, volume and influence.

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