

Tripscout

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Jim Brody, Global Vice President, Destinations

Phone: +1 401 585 6669

Email: jim@tripscout.com

**TRIPSCOUT ANNOUNCES ITS FIRST ANNUAL “MOST
ENGAGING DESTINATION AWARDS”
40 DESTINATIONS FILL 44 WINNING AWARD SLOTS**

Tripscout, the world’s largest social travel guide has released its first annual “Most Engaging Beach Destinations” awards, honoring 40 beautiful beach destinations around the world for their own work and success in social media.

This is not an editorial award. Instead, Tripscout - as part of its Social IQ data analysis - follows the social media performance, growth, and engagement for every destination marketing organization globally - down to the individual post. The award list was determined purely by performance algorithm over the calendar year 2026 to date, with no editorial interference. This award specifically celebrates beach destinations that have social channels with the highest rate of overall post engagement.

Tripscout CEO Konrad Waliszewski commented, “There are over 900 destinations around the world that are known for their beaches, and because social media is the leading source of travel inspiration and planning today, and we are thrilled to award those DMOs on that list that have built incredible engagement with their social followers, which is a crucial component to any destination’s success with the leisure market.”

Global award winners include:

- #1 Most Engaging Beach Destination Worldwide: Sankt Peter Ording, Germany
- #2 Most Engaging Beach Destination Worldwide: Faroe Islands, Germany
- #1 Most Engaging Beach Destination in the United States: Florida Keys and Key West
- #2 Most Engaging Beach Destination in the United States: Newport, Rhode Island
- #1 Most Engaging Beach Destination in Canada: Halifax, Nova Scotia
- #2 Most Engaging Beach Destination in Canada: Tofino, British Columbia
- #1 Most Engaging Beach Destination in the Caribbean: Bonaire
- #2 Most Engaging Beach Destination in the Caribbean: Puerto Rico
- #1 Most Engaging Beach Destination in Central America: Costa Rica
- #2 Most Engaging Beach Destination in Central America: Puerto Vallarta, Mexico
- #1 Most Engaging Beach Destination in South America: Rio de Janeiro, Brazil
- #2 Most Engaging Beach Destination in South America: Coquimbo, Chile
- #1 Most Engaging Beach Destination in Europe: Sankt Peter Ording, Germany
- #2 Most Engaging Beach Destination in Europe: Faroe Islands
- #1 Most Engaging Beach Destination in the UK: Brighton, England
- #2 Most Engaging Beach Destination in the UK: Outer Hebrides, Scotland
- #1 Most Engaging Beach Destination in France: Saint Nazaire, Brittany
- #2 Most Engaging Beach Destination in France: Pornic and the Retz, Loire Valley
- #1 Most Engaging Beach Destination in Italy: Bibione, Venice

#2 Most Engaging Beach Destination in Italy: Lignano Sabbiadoro, Friuli Venezia Giulia
#1 Most Engaging Beach Destination in Spain: Costa Blanca, Valencia,
#2 Most Engaging Beach Destination in Spain: Lanzarote, the Canary Islands
#1 Most Engaging Beach Destination in Germany: Sankt Peter Ording, Schleswig-Holstein
#2 Most Engaging Beach Destination in Germany: Fehmarn, Schleswig-Holstein
#1 Most Engaging Beach Destination in Asia: Odisha, India
#2 Most Engaging Beach Destination in Asia: Mitoyo, Japan
#1 Most Engaging Beach Destination in Japan: Mitoyo, Kagawa
#2 Most Engaging Beach Destination in Japan: Yoron Island, Kagoshima
#1 Most Engaging Beach Destination in India: Odisha
#2 Most Engaging Beach Destination in India: Andaman and Nicobar Islands
#1 Most Engaging Beach Destination in China: Macao
#2 Most Engaging Beach Destination in China: Sanya, Hainan
#1 Most Engaging Beach Destination in Middle East/North Africa: NEOM, Saudi Arabia
#2 Most Engaging Beach Destination in Middle East/North Africa: Sharjah, UAE
#1 Most Engaging Beach Destination in Africa: Ghana
#2 Most Engaging Beach Destination in Africa: Boa Vista Island, Cape Verde
#1 Most Engaging Beach Destination in Australia: Noosa, Queensland
#2 Most Engaging Beach Destination in Australia: Wollongong, New South Wales
#1 Most Engaging Beach Destination in the South Pacific: Samoa
#2 Most Engaging Beach Destination in the South Pacific: Tonga
#1 Most Engaging Beach Destination in the Western Pacific: Northern Marianas
#2 Most Engaging Beach Destination in the Western Pacific: Yap
#1 Most Engaging Beach Destination in the Vanilla Islands: Maldives
#2 Most Engaging Beach Destination in the Vanilla Islands: Comoros

Tripscout is the world's only social travel guide, with 90 million followers who create over 4 billion monthly views across our 150 Instagram channels. The channels cover different geographic regions (Europe, Japan, New York City, etc.) and different travel topics (outdoors, road trips, foodies, couples, islands, etc.). We post over 1,000 pieces of organic content daily, making Tripscout the largest content endeavor in the history of travel media. We happily partner with the world's DMOs to get their press releases and information so we can cover every destination more, deeper and better.

Tripscout also offers extremely effective, targeted and measurable social advertising to destinations large and small, working with their own content, leveraging content we license from our network of 70,000 creators, and offering custom creation of new content when needed. We have no minimum budget requirement for DMO clients, charge only for guaranteed, targeted impressions, and include all organic impressions and most content editing as added value.

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