

FerryGoGo UK Ferry Travel Survey 2026

Press summary | Editorial use permitted with credit to FerryGoGo

UK ferry travellers want better routes - but France still wins for near-term travel

FerryGoGo surveyed 197 ferry-interested UK travellers between 4 and 31 May 2026 to understand where they want to travel by ferry, which direct routes they would like to see launched or return, and what stops them from taking the ferry more often. The strongest long-term route wish is a restored direct UK-Norway ferry, but the supporting findings also show a practical short-term reality: UK ferry travellers still choose France first for likely ferry travel.

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| 56.9% chose UK-Norway as the direct route they would most like to see launched or return | 74.6% selected a Scandinavian option overall: Norway, Sweden or Denmark | 74.1% named lack of direct routes as one of the biggest barriers to ferry travel | 67.5% said taking their own car, campervan or motorhome is a main reason to choose the ferry | France came top in the supporting near-term destination angle |
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Key findings

- UK-Norway is the clearest route wish**
More than half of respondents chose a direct UK-Norway ferry as the route they would most like to see launched or return.
- Scandinavia has wider pull**
When Norway, Sweden and Denmark are grouped together, almost three quarters of respondents selected a Scandinavian option.
- Missing routes matter more than price**
74.1% named lack of direct routes as one of the biggest barriers to taking the ferry more often; price was cited by 27.4%.
- France remains the practical near-term winner**
The France-first story balances the Norway headline: dream-route demand points north, but likely ferry travel still points strongly to France.
- The ferry still fits self-drive travel**
The ability to bring a car, campervan or motorhome remains one of the strongest reasons for choosing the ferry.
- Comfort is a real ferry advantage**
Ferry travel scored 8.0 out of 10 for comfort, compared with 5.0 for flying; 77.6% rated ferry travel more comfortable.

Suggested quote

'The survey shows a clear difference between dream routes and real travel plans. UK ferry travellers would love to see Norway back on the map, but France remains the destination many are most likely to use soon. For ferry operators and ports, the message is not just about price. Route availability, vehicle travel and onboard comfort still matter.'

- Jan Willem van Tilburg, FerryGoGo

Methodology

The FerryGoGo UK Ferry Travel Survey 2026 was completed by 197 ferry-interested UK travellers between 4 and 31 May 2026. Results should be read as a survey of ferry-interested travellers rather than a nationally representative poll of all UK adults.

Credit line

Source: FerryGoGo UK Ferry Travel Survey 2026

Media contact

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Online findings, chart links and image locations

| | |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Full survey page | https://ferrygogo.co.uk/uk-ferry-survey-2026/ |
| France-first angle | https://ferrygogo.co.uk/uk-ferry-travellers-choose-france-first/ |
| UK-Norway route story and supporting images | https://ferrygogo.co.uk/the-uk-wants-its-norway-ferry-back/ |
| Ferry vs flying comfort findings | https://ferrygogo.co.uk/ferry-vs-flying-comfort-survey-2026/ |

Please credit FerryGoGo and link to the full survey page when using these findings online. For the separate chart/image files, use the accompanying chart pack or contact FerryGoGo directly.

FerryGoGo UK Ferry Travel Survey 2026 - selected visuals

Suggested visuals for journalists, editors and travel writers. Use with the credit line: Source: FerryGoGo UK Ferry Travel Survey 2026.

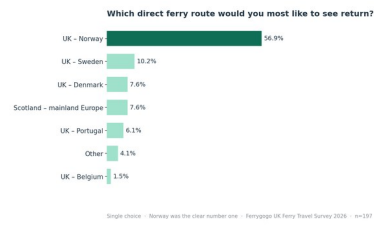


UK-Norway ferry return hero graphic

Headline image for the Norway angle; n=197.

File: 01-uk-norway-ferry-return-hero.jpg

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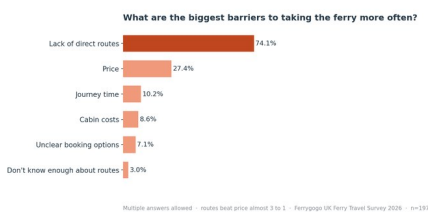


Most wanted direct ferry routes

UK-Norway leads the direct route wish list.

File: 02-most-wanted-direct-ferry-routes.png

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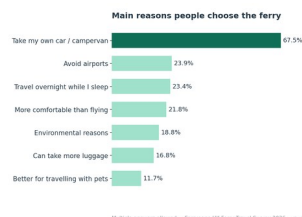


Biggest barriers to taking the ferry

Lack of direct routes leads the barriers chart.

File: 03-biggest-barriers-to-ferry-travel.png

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Main reasons people choose the ferry

Car/campervan freedom is the strongest reason.

File: 04-main-reasons-people-choose-the-ferry.png

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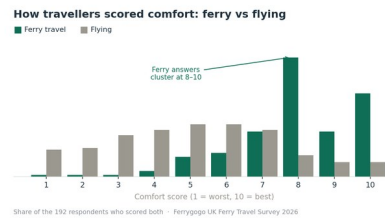


Ferry vs flying: the comfort gap

Ferry travel scores 8.0/10; flying scores 5.0/10.

File: 05-ferry-vs-flying-comfort-gap-hero.png

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Comfort score distribution

Ferry comfort answers cluster around 8-10.

File: 06-comfort-score-distribution.png

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Also in the chart pack

- 07-day-or-overnight-sailings.png - Day or overnight sailings?
- 08-age-of-survey-respondents.png - Age of survey respondents

Note for online use

The PDF includes clickable article links. The separate chart pack contains the chart files with clean filenames. After upload to WordPress, those filenames should make the image URLs easy to find and share.