

EXPERIENCE BRITISH FESTIVE SPIRIT

Christmas traditions, recipes, and travel trends for 2026

“ Every festive season, I see how much rich, local detail helps travel agents start better conversations with their clients. I’m **Benjamin Dahan**, RateHawk Area Manager UK and Ireland South, and I’m sharing my favorite British festive recipe, a classic dinner-table holiday tradition, and the travel trends I see shaping 2026 — so you and your fellow Hawks can turn your clients’ holiday bookings into culturally informed, richer experiences. ”



Benjamin Dahan

Area Manager UK and Ireland South



Christmas recipe: Classic British trifle, a festive favorite

One of my favorite festive treats is the **classic British Christmas trifle** — a layered dessert made with sponge cake, fruity jelly, creamy custard, and whipped cream. It’s simple to prepare and perfect for sharing with loved ones. Try this [traditional recipe](#) to add a sweet touch to your celebrations and delight clients who appreciate authentic holiday flavors.



Christmas tradition: Pulling Christmas crackers

A beloved British tradition is pulling Christmas crackers at the dinner table. Each person has a cracker beside their plate, and everyone crosses arms to pull them with their neighbor. The crackers snap open with a loud pop, revealing a paper crown, a joke, and a small trinket. Wearing the crown and sharing the jokes is a beloved tradition that brings cheer — even for the grumpy grown-ups!



Travel trend 2026: Eco and meaningful getaways

Looking ahead to 2026, travelers are choosing greener, alternative holidays — train journeys, carbon-neutral stays, and experience-led trips are becoming popular alternatives to mass tourism.

Festive city breaks — such as London, Bath, and Edinburgh Christmas markets — and countryside cottage rentals are also gaining popularity as people value shared memories over traditional gifts. Suggest these escapes to your clients now—or keep it in mind for the next year.

