



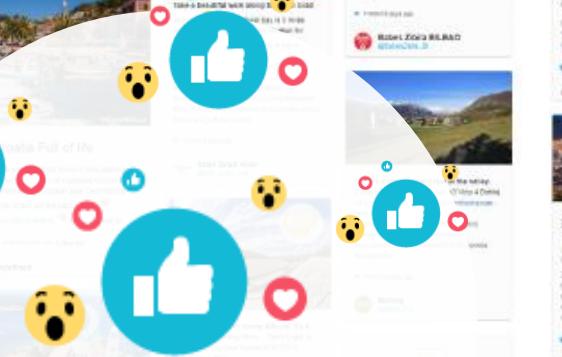
The best destinations in Europe  
selected by travellers.



## The competition in figures:

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- The ninth edition of this competition gathered a total of **320,793 votes from 162 countries**
- The voting page was shared over **30,000 times** on social networks
- The city which ranks first has won with a total of **41,148 votes**
- The **top 15 destinations** will be promoted to millions of travellers as the most trendy destinations to visit in 2018, on the first website dedicated to tourism in Europe to audience of more than 5,5 millions of travellers.
- **Tourism growth** in the awarded destinations is on average **+15%**
- The growth in **media coverage** for rewarded destinations is on average over **+81%** (estimated at 10 million euros at European level/ estimation based on the 3 last awarded destinations).
- The 20 destinations in the competition were mentioned over three weeks in more than **400 press articles** (446) throughout the world and spread out far and wide over the social networks
- For the 2<sup>nd</sup> year in a row, a sustainable tourism destination, Bohinj in Slovenia, was integrated into the competition in partnership with the **EDEN network** created by the European Commission to promote sustainable tourism.



-30k SHARES

## SOCIAL MEDIA WALL



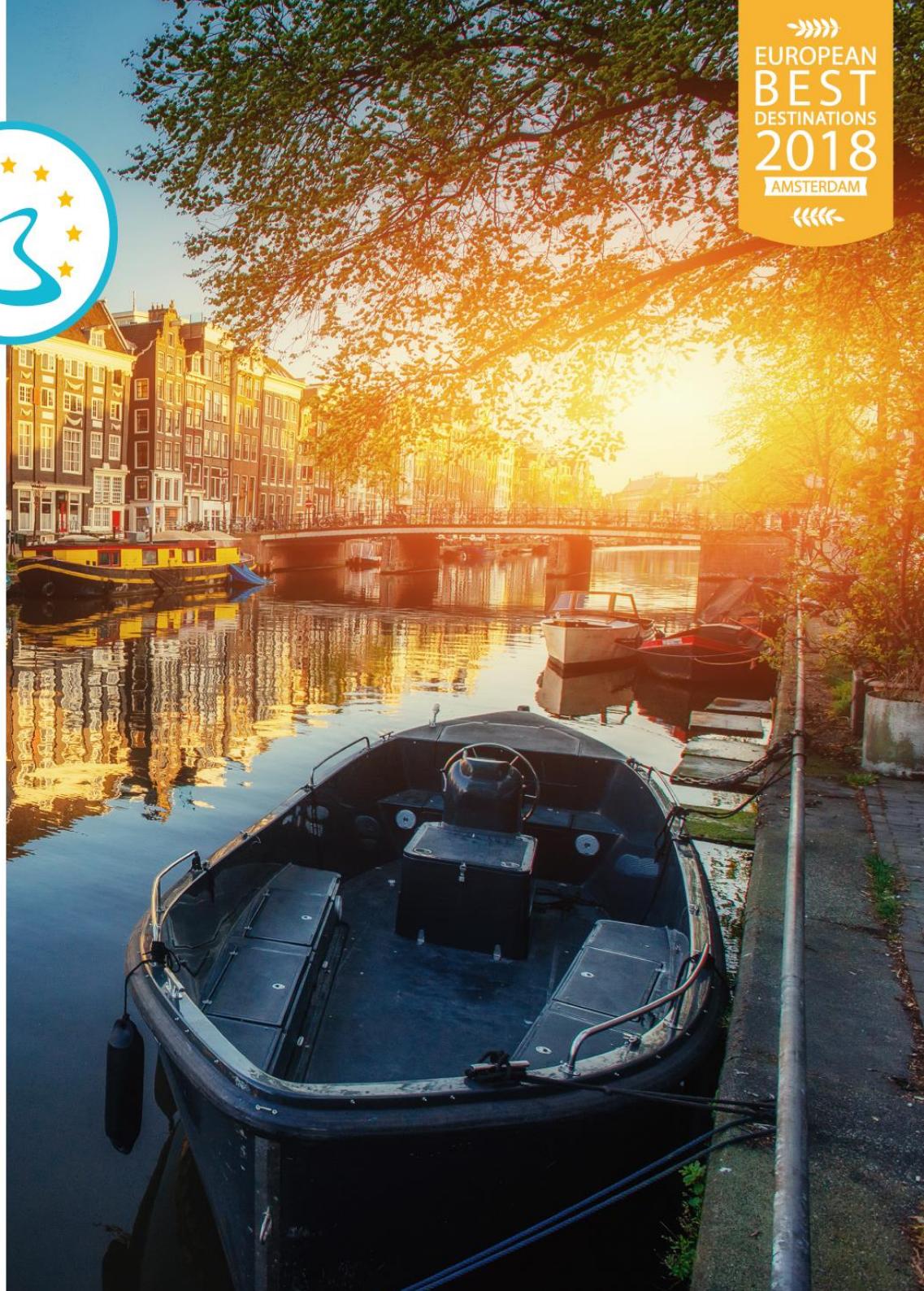
# 15. Amsterdam



Amsterdam is for sure one of your favourite destinations in Europe. This city has been attracting travellers from around the world for decades. Why is Amsterdam so successful? Is it thanks to its romantic channels or its openmindedness - Amsterdam organizes one of the best gay-prides in Europe - or is it due to its trendy stores, innovative hotels, or the fact that the Dutch people are very welcoming and environment friendly people?

Amsterdam is and remains a laboratory for the city of tomorrow. The Dutch people are great travellers too and they know how to welcome you with open arms and share the beauties of their city.

Amsterdam: 6,486 votes



## 14. Vienna

Vienna is undoubtedly one of the favourite destinations of European travellers as it is one more time ranked among the 15 most beautiful European destinations.

There are thousands of reasons to love Vienna: its culture, monuments, palaces and music, walks , waltzes , the "Prater" a sublime theme park. Vienna is magical, you can visit it at any time of the year. The charm of Vienna always operates because there is always something to do and see in Vienna.

Vienna: 8,845 votes



# 13. Paris

Paris is not only a collection of monuments, works of art, it is not only a succession of the most beautiful museums in the world, it is also a lively, daring city, a city that is getting greener and greener and more and more pleasant to stay in.

Paris is synonymous of culture, haute couture, shopping, gastronomy. Paris also has beautiful parks and pedestrian quays, the Canal Saint-Martin, walks as "La Coulée verte de Renée-Dumont" in the 12th district or in the 'Parc des Tuileries'.

Paris: 9,456 votes



## 12. Kotor

Kotor is the dream destination for travellers from all over the world. Montenegro is authentic, unique and wild: the landscapes are breathtaking, the cities and villages stunning.

Kotor is certainly the most beautiful city in the country. Every year this destination is listed by travel professionals as one of the best destinations in the world. Kotor has a sublime bay, a historic centre: you will love the place. Discover Kotor during its International Summer Carnival with its carnival troupes from all over Europe or in August and enjoy its famous "costumed boats parade" that makes the Bay of Kotor even more beautiful.

Kotor: 11,011 votes



# 11. Prague



Prague is not a hidden treasure ; travellers from around the world have loved this beautiful city for many years now. It is, as to you, one of the most beautiful cities in the world. UNESCO seems to agree with that as the whole historical centre of Prague is a World Heritage area.

Prague will seduce you, whether you are attracted by palaces, cathedrals, castles or by Kafka who has marked the history of literature. Prague is also a city for lovers who kiss on the Charles Bridge but also a perfect city for friends who love shopping and strolling in the streets of Prague to discover its nightlife.

Prague: 11,022 votes



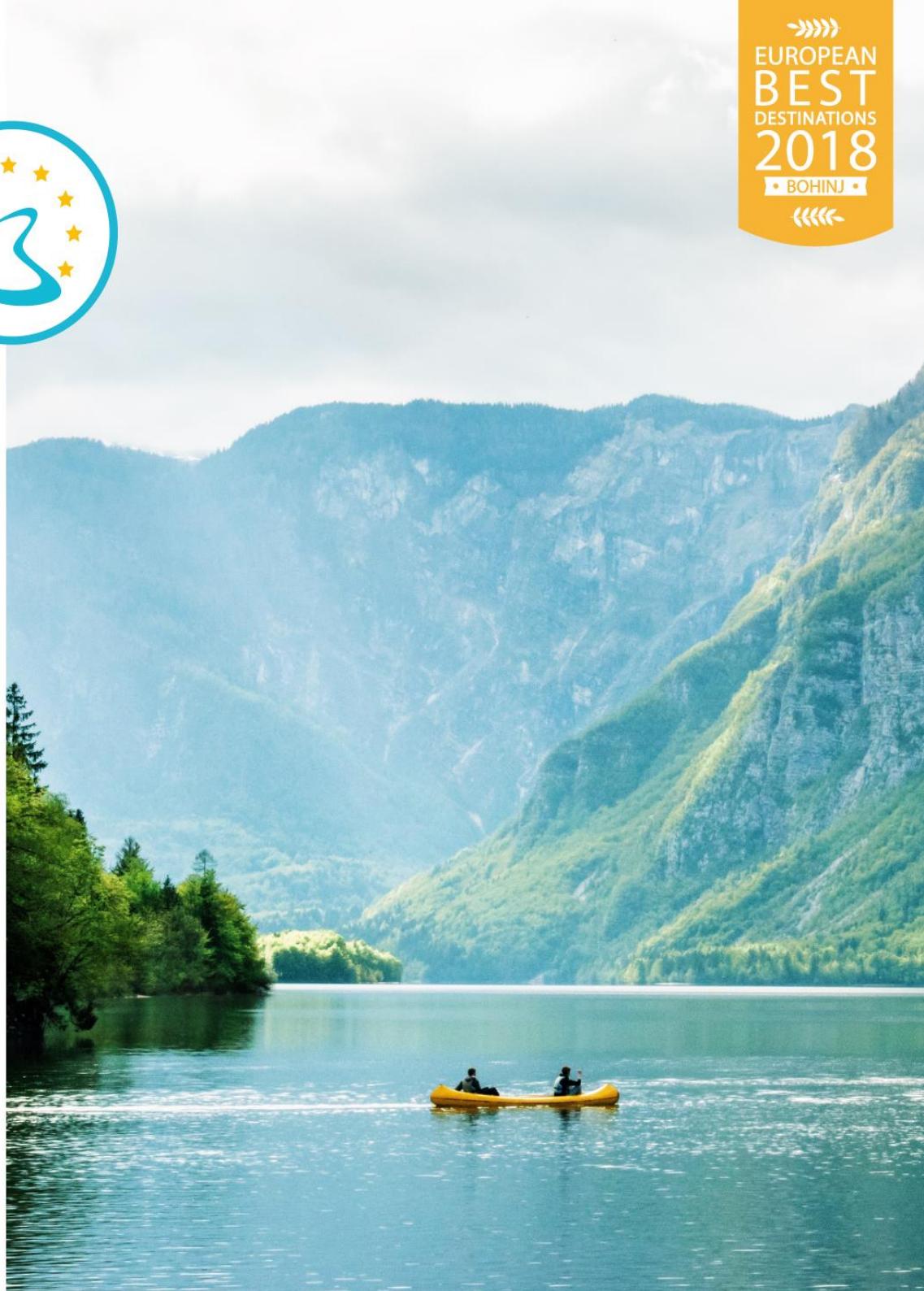


# 10. Bohinj

This year again you have decided to place a sustainable tourism destination in your ranking of the best destinations in Europe. Bohinj is awarded by the European Commission for the quality of its tourist offer and respect for nature and its sustainable tourism. It is an emblematic destination of the EDEN network that gathers the most beautiful destinations of sustainable tourism in Europe.

Enjoy the quietness of nature and the everchanging landscapes. Clouds are above you sometimes and sometimes you are above them. Enjoy the International Festival of Wildflowers, the Savica Waterfall, taste local products and enjoy the beauty of the Julian alps.

Bohinj: 12,944 votes



# 9. Lisbon

Lisbon, the capital of Portugal is a unique destination in the world.

Portugal today welcomes a bigger number of travellers than the number of its inhabitants and it is no coincidence: the whole country is dotted with sublime landscapes, incredible cities, dazzling architecture, sumptuous monuments, palaces, castles, medieval villages, sandy beaches, surf beaches, beaches dedicated to idleness... Lisbon, the capital, welcomes lots of travellers every year who come to discover a city with a soul, a city to be discovered on foot or by eletrico.

Lisbon has been a major destination in Europe for many years and was the first city to be awarded "European Best Destination" in 2010.

Lisbon: 13,384 votes



## 8. Budapest

Budapest is a perfect destination for friends, young couples or long-time lovers, lovers of history, culture, museums but also nightlife shopping. Creators from around the world, the greatest directors but also designers, musicians, are inspired by Budapest.

Those who want to treat themselves with a getaway in a city choose Budapest. It is one of the most beautiful cities in the world, a city where the most famous monuments meet such as Buda Castle, The Parliament, The Chain Bridge, Margaret Island, The Spas of Budapest, and an endless list of beautiful alleys and facades, atypical shops or bars, churches and parks.

Budapest: 17,745 votes



## 7. Athens



With 19,424 votes, Athens remains like Milan an unmissable destination. It is in the top 10 destinations every year and all year through it attracts European travellers in search of their roots but also travellers from all over the world.

The city is historic and is the cradle of European philosophy, Athens is both steeped in history and focused on modernity and tomorrow's cultural and economic issues. Travellers love its architecture, the district of Plaka, monuments, gastronomy, trendy shops but also its nightlife ; its proximity to the sea.

Most travellers appreciate the inhabitants of Athens who share, heart on hand, their gastronomical and touristic treasures.

Athens: 19,424 votes



## 6. Milan

With 27,129 votes, Milan joins this year again the ranking of your favourite destinations in Europe. The city has come to be selected among the best European destinations for almost 10 years!

Milan has its symbols, including the Duomo with a superb view to the whole city. You can go shopping in the Vittorio Emanuele II Gallery and its chic boutiques, have a picnic in one of the many and beautiful parks in Milan or admire the Da Vinci's Last Supper at the Santa Maria delle Grazie Church. You can go for a drink in the Navigli area in the evening and discover the beautiful canals of Milan, nice and affordable restaurants or enjoy an evening at the famous La Scala Theater. Stroll around, ask your way, meet the inhabitants, look up and discover an incredible architecture, you will love this city which, undoubtedly could have won the competition.

Milan: 27,129 votes



## 5. Riga

With 29,456 votes, Riga, the capital of Latvia is, for the first time in the top 5 of the trendiest destinations to visit. You will be dazzled by the incredible beauty of Riga. This city has always been a crossroads of different cultures. The city is also connected to nature, water and forests. You may not know that Riga has beautiful islands, beaches and hills. Its architecture is stunning too.

Come discover superb Baroque, Renaissance, Art Deco, Romanesque and romantic buildings. Riga is at the heart of new trends.

Riga: 29,456 votes



## 4. Hvar Island

Hvar is probably the most beautiful island in Europe. Famous people, crowned heads, artists and travellers from all over the world love it and voted overwhelmingly for this destination that combines quality of life, sumptuous landscapes, crystal clear waters, sun, gastronomy and cultural heritage.

Among the thousands of islands in the country we advise you to discover Hvar and its many treasures such as the fortress of Hvar and the Franciscan monastery. For lovers of crystal clear waters, enjoy a catamaran tour and discover the blue cave. If you are a gastronomy lover, you will not be disappointed and will enjoy sumptuous local wines and seasonal local products. Nature lovers will enjoy walking along the lavender fields in the village of Brusje, on the hills of Stari Grad.

Hvar: 30,023 votes



## 3. Colmar



Colmar is probably one of the most charming, romantic and magical destinations in Europe! Colmar really makes travellers from all over the world dream.

Some who have had the chance to visit it, know the "Petite Venise", the "Quai des Poissoniers", the neighbourhood of tanners, its architecture, gastronomy and charming hotels. Colmar is perfect for young and old and the Alsace region is one of the most beautiful regions in Europe.

Come discover Colmar, its Toy museum, the Unterlinden Museum with works of art from the 12th to the 16th century or The Bartholdi Museum. Did you know that the famous creator of the Statue of Liberty was born in Colmar? This can be another reason for discovering this beautiful destination, chosen among your favourite ones in Europe!

Colmar : 32,185 votes



## 2. Bilbao



With 39,845 votes, Bilbao has just been voted second best destination at the top of travellers' bucket list.

This destination is amazing ; the atmosphere in the city cannot be captured by pictures or words. Bilbao is ever changing, evolutive and open to the world.

Bilbao, like Porto and Bordeaux (awarded best destinations in Europe in 2015 and 2017), is linked to the River and the sea. The gastronomy is fine and the wines delicate. Make the most of your stay in Bilbao and discover its main museums such as the Guggenheim or The Bilbao Fine Arts museum and the Rioja wine region. For lovers of sustainable tourism we recommend the County of Goierri with its local "Idiazabal cheese". Bilbao is also surrounded by charming medieval towns like Balmaseda and Orduna. Do not miss the Basque coast, it is only 30 minutes away from the centre.

Bilbao : 39,845 votes





With 41,148 votes, Wrocław is awarded the title of European Best Destination 2018!

This beautiful city, called the "Polish Venice" is surrounded with canals and is dotted with more than 120 bridges that link 12 wonderful islands (among which the Cathedral island).

You will be seduced by the incredible charm of the Market Square (Rynek), its two Town Halls, the Salt Market Square, the Flower Market, the beautiful University, the covered market, the fine architecture of the Centennial Hall, the botanical garden.

You fancy a good lunch ? Have a break at "Piwnica Świdnicka": it is the oldest restaurant in the world. Walk around in "Ostrów Tumski", the oldest part of Wrocław and fall under the spell of the historical city.

Take a closer look and watch carefully : Wrocław is dotted with emblematic dwarves. They are all different! Take photos: there are 350 of them in the city and there are new ones every year!

Do not miss the opportunity to meet the inhabitants! They are warm and friendly and will share their love for their city and its hidden gems.

Wrocław is THE European best destination 2018 !



## International coverage of the elected city

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**More visitors:** Thanks to The "European Best Destination" award, destinations benefit from significant tourism growth (on average + 15% with some peaks at + 40% for some destinations such as Zagreb, elected Best Christmas Destination in 2016 and 2017).

**More visibility:** This European title also offers the winning destination an important media coverage at the time of the results but also throughout the year (+ 74% of media coverage for Bordeaux elected best European destination 2015). The positive impact of this award is still palpable several years after (more hotel investments, new airlines). The victorious destination is also more advertised by cruise lines and tour operators.

## An award ceremony

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The official "European Best Destination 2018" award will be delivered to the authorities of the city of Wroclaw in the coming weeks. for the first time since the creation of this competition in 2009, an official representative of the past awarded destination (Porto) will join to this event and pass on the trophy and share their experience to make the most of this prestigious award.

## Use of logo European Best Destination 2017

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The 2018 best destination will be authorized to use the title and affix the "European Best Destination" logo on all its communications, adverts, website and photos.

**The destinations in our Top 15 can also use the logo by indicating that they have been chosen as one of the best destinations in Europe;** we will share their news, photos and videos throughout the year via our website to millions of travellers and via our major social networks.



Download the official logos  
and spread the word !



[www.europeanbestdestinations.com/about-1/download/#destination](http://www.europeanbestdestinations.com/about-1/download/#destination)

## Our actions

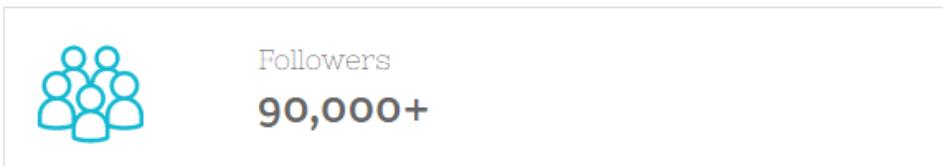
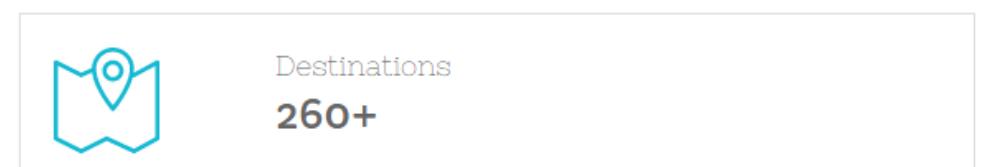
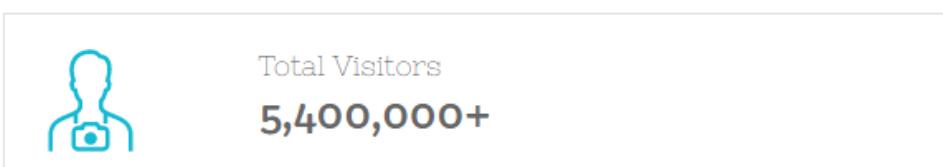
European Best Destinations is a European organization based in Brussels and developed to promote culture and tourism in Europe. In partnership with the participating tourism offices and the EDEN Network we promote a better understanding of the wealth, diversity and quality of European destinations.

Speaking to an audience of e-citizens, European Best Destinations plays an important role in promoting Europe as the number one destination in the world. It has become the meeting place for tourism offices and world travellers, a main gateway to the discovery of Europe.

Since 2009 EBD has been working with major tourism offices in Europe to reward and highlight the most visited destinations via its website and social networks (+5 million visitors and thousands of followers on Facebook, Twitter, Google+ Pinterest and 60,000,000 euros of media coverage).

We are proud to announce that we have all the main European Tourism offices on board and our footprint covers over 260 European Destinations: from Aachen to Zagreb!

Worldwide travellers have access to the best photographs, videos, best tours and activities, travel guides, top things to do and the main social networks for over 260 destinations.



# Congratulations

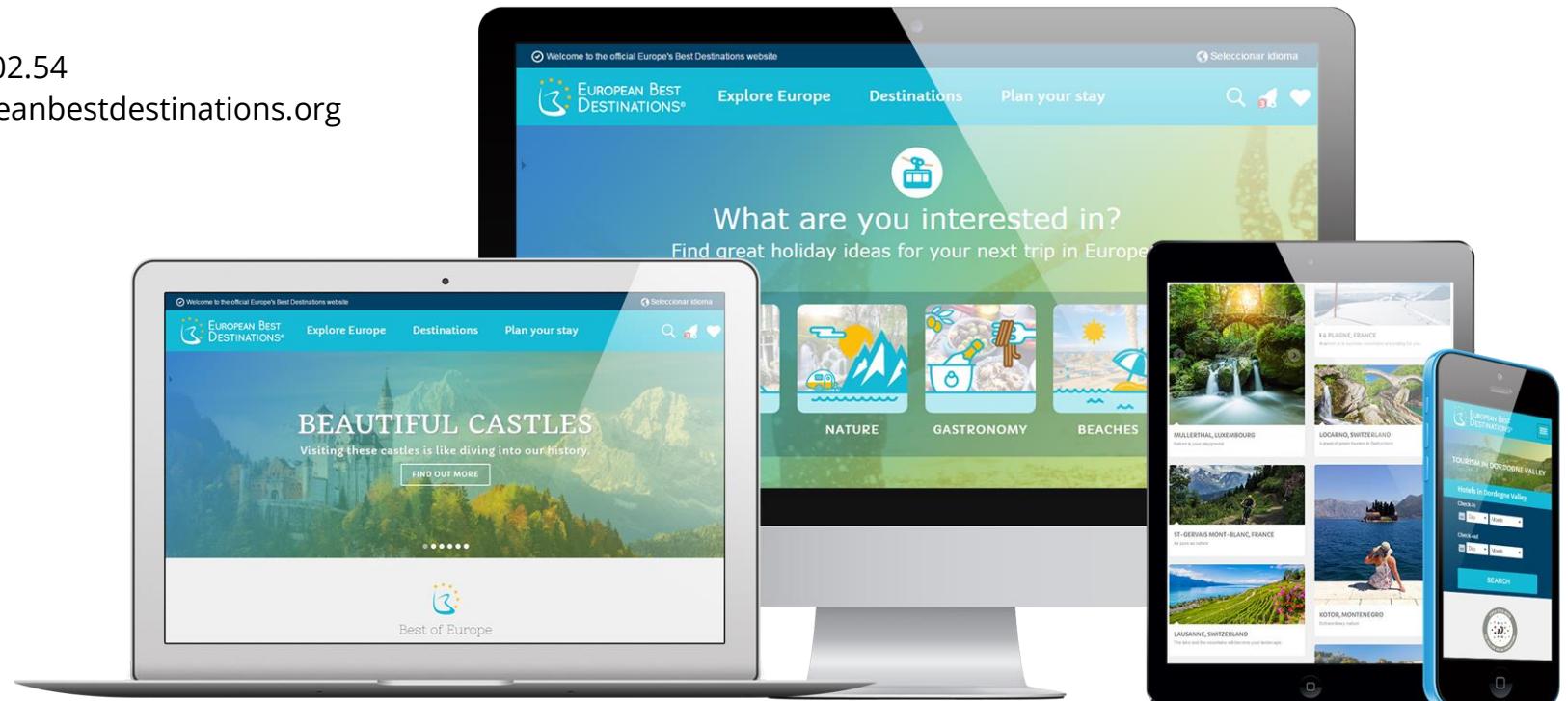
We would like to thank the official tourist offices, the municipalities involved in this competition, the influencers, bloggers, media, national tourist offices, communities and individuals who, through their initiatives and commitments, make this competition the largest tourism competition in Europe. This event allows us every year to promote Europe through destinations that are popular with travellers from all over the world.

The 10th edition of this competition will be held between 25th January and 15th February 2019. In accordance with the Competition's Regulations, the winning destination, Wroclaw, will not be permitted to participate.

## Contact us:

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[www.europeanbestdestinations.com](http://www.europeanbestdestinations.com)