



BEST CHRISTMAS MARKET 2024

IN EUROPE



Brussels, 07th December 2023.



Since 2009, **European Best Destinations**, www.europeanbestdestinations.com, the most visited website dedicated to travel and culture in Europe, has been promoting the very best of Europe to millions of travellers but also to tourism professionals and travel media.



Since 15 years, European Best Destinations (EBD) has been working in partnership with more than 500 destinations from 40 countries as well as the Eden network (Sustainable Destinations Awarded by the European Commission). EBD aims to promote the diversity of tourism in Europe and to enable sustainable development of tourism, in particular by highlighting the strengths and riches of European destinations throughout the year.

Thanks to your trust and cooperation, European Best Destinations is, for twelve year in a row, the most visited website dedicated to travel in Europe and most popular about Christmas in Europe.

Like every year, thousands of travellers voted online between November 30 and December 7, for their favourite Christmas markets in Europe. **593,992 travellers from 168 countries in the world** have been voting this year when they were an average of 400.000 voters during the previous editions, showing a real interest in European Christmas markets this year.

The majority of travellers who voted are from:

- **United Kingdom (23.71%)**
- **United States (18.89%)**
- **Ireland (6,09%)**
- **Germany (7,25%)**
- **Netherlands (6,56%).**
- France (4,32%)
- Italy (5,75%)

The 20 Christmas Markets selected (among a first list of 142 Christmas Destinations) are not only alleys of chalets; they are **cultural and artistic events** with concerts, creative workshops, Christmas Lights, Fireworks, Shows, Ice rink, they have been selected because they are **committed to sustainability and are offering local food and artisanal products.**

Some historical Christmas Markets as Budapest, London, Poznan, Vienna, Bruges, Riga, Brussels, Birmingham, Manchester, Prague, were selected as well as destinations offering a unique high quality event such as Craiova (Romania), Metz (France), Montbeliard (France), Saranda (Albania – 1st edition of this Christmas Event), Valkenburg (Netherlands), Madeira (Portugal), Asti-Govone (Italy), offering travellers an inspiring top 20, with a traditional, cultural, gastronomic, sustainable offer of Christmas markets representative of the Best Christmas Markets in Europe.

Discover the 20 destinations, selected from an offer of 142 Christmas markets in Europe, that travellers have placed at the top of their ranking of Best Christmas Market in Europe 2023-2024.

Like every year the competition was fierce with only 8 days of online votes from 30th November to 7th December to determine the ranking of the **Best Christmas Markets in Europe** that will be **promoted throughout the year to millions of travellers** and will be able to display the title "Best European Christmas Markets".

20 amazing Christmas Markets in competition to win the prestigious title of Best Christmas Market in Europe:

Asti-Govone, Birmingham, Bruges, Brussels, Budapest, Craiova, Dresden, Edinburgh, London, Madeira, Manchester, Metz, Montbéliard, Poznan, Prague, Riga, Saranda, Trier, Valkenburg, Vienna.

Discover the 20 Christmas markets chosen by travellers for the title of "European Best Christmas Markets in Europe". Congratulations to the tourism professionals, tourist offices, event organizers, media, who make these events possible.

HERE ARE SOME **IMPORTANT FIGURES:**

- The voting page has been shared + 335,000 times on social networks. During a 8 days voting session we have collected a record of 593,992 votes from 168 countries in the world.
- The rewarded destinations have increased tourist numbers from + 18% (Budapest) to + 41% (Zagreb).
- The top-ranked Destinations will be promoted to **millions of travellers** around the world on Europe's leading tourism site.

- **The destination that wins first place in this competition wins the title for the fourth time** (becoming the **most awarded Christmas Market** since the creation of this event in 2009).
- Past awarded destinations are Zagreb (3 victories in a row), Strasbourg (3 awards), Tallinn (1 award), Basel (1 award).
- The three most voted destinations on the podium are, in exact order, the three favourite destinations of British and American travellers for a Christmas in Europe.
- Riga which entered this competition for the first time, is on the TOP 10 of the best Christmas markets in Europe. Its “Christmas Lights Trail” event was voted “[Best Christmas Lights](#)” in Europe this year. Riga Christmas Market has also been awarded the title of “[Most Authentic Christmas Market in Europe](#)”.
- Zagreb that was out of the competition (for three victories in a row), has been voted by travellers as the [Best Christmas City Break in Europe](#) this year.
- For the very first edition of its Christmas Event **Saranda** entered the top 15 Best Christmas Markets in Europe **ahead of Prague and Manchester** with + 20,000 votes this year.
- Madeira has been awarded for the third time in a row among the 10 Best Christmas Markets in Europe. It has also been awarded by travellers as the #1st [Best Destination for New Year’s Eve in Europe](#), [Best Destination for Winter Sun in Europe](#) as well as [Best Sunny Christmas Market in Europe](#).
- [Advent Feast at the Basilica - Budapest](#), out of 15 editions of this competition, counts the **voting record**, ahead of Strasbourg with **68,029 votes**. It is the **most awarded Christmas Markets since the creation of this event with 4th awards**. As it won 3 times in a row as Strasbourg and Zagreb it will not be represented next year in the competition and will come back in 2025.
- **Craiova is the most voted Romanian destination** since the creation of this Christmas Market competition. It is one of the awarded destinations with the most important growth of visitors during the past three years with an occupation rate of nearly 100% of its hotel rooms this year. It is for the second time on the podium of the Favourite Destinations of travellers for Christmas in Europe. Its Christmas Tree is awarded the title of #1st [Best Christmas Tree in Europe](#) and its Christmas Ice Rink is awarded among the 3 [most beautiful Christmas Ice Skating Rinks in Europe](#). It has also been awarded the title of #1st [Most Magical Christmas Market in Europe](#).
- **Metz is the most voted French Christmas Market and wins the title of [Best Christmas Market in France](#)**. Metz also ranks among the **3 Best Christmas Markets in Europe** in this competition for the second time and has been voted by travellers

has the [Best Christmas Market for Families in Europe](#). It had the **most creative campaign** during this event has each time Metz is involved in a competition.

- **Valkenburg is the only destination offering a Christmas market with a parade and an underground Christmas market**, it is ranked in your top 10 of the most beautiful Christmas markets in Europe and wins the title of the [most beautiful Christmas market in the Netherlands](#). Valkenburg Christmas Parade has also been awarded by travellers has the [#1st Most Beautiful Christmas Parade in Europe](#).
- Birmingham is this year the most voted [Christmas Market in the UK](#) ahead of Manchester, Edinburgh, London.
- **Asti-Govone** collects each year more votes and is for the third time in a row voted the [Best Christmas Market in Italy](#). Travellers also awarded it the prestigious title of "[Most Romantic Christmas Market in Europe](#)".
- Montbeliard, is one of the most awarded Christmas Destinations with 5 victories in a row among the 5 Best Christmas Markets in Europe. It has also been awarded by travellers as the [#1st Most Beautiful Christmas Market in Europe](#).
- Poznan, voted among the TOP 5 Christmas Markets in Europe is also awarded as the #1st [Best Christmas in Poland](#) and has also been awarded the title of [# 1st Best Christmas Ice Skating Rinks in Europe](#).
- **56% of voters are women**, 44% of voters are men.
- 31% of the voters are 25-34 years old travellers.
- Zagreb (three times awarded) was not in the competition this year but is still among the favourite Christmas destinations for travellers and on the podium of the most booked Christmas Destinations on EBD. Zagreb was the first destination awarded three times in a row the title of Best Christmas Market in Europe. This year is the return to the magical offer that made it the very best in Europe.
- Trier is for its third participation awarded [Best Christmas Market in Germany](#), being the most voted Christmas Market in Germany.
- **Tallinn**, voted European Best Christmas Market in 2019, **has become the most Googled Christmas Market** by UK travellers (traveldailynews.com). It's Christmas Market is 2nd ranked Most Magical Christmas Market in Europe and among the Best Christmas Lights in Europe.

- **Zagreb is the only destination awarded three times in a row, it enjoys growth of visitors up to + 41% thanks to this recognition.**
- The voting and result page <https://www.europeanbestdestinations.com/christmas-markets/> is ranked first on Google, about "Christmas Markets in Europe" giving a massive visibility to the awarded destinations throughout the year.
- **As a reminder, the voting page has been shared already + 335,000 times on social networks in 7 days.**

Who will succeed Zagreb (3 wins), Strasbourg (3 wins), Basel (1 win), Tallinn (1 win) and Budapest (3 wins)?

Discover **the 20 best Christmas markets in Europe** that will be **promoted throughout the year to millions of travellers.**

20. MANCHESTER, UNITED KINGDOM

On the 20th position, with 4,229 votes, Manchester was voted among the 20 best Christmas markets in Europe!



19. BRUGES, BELGIUM

On the 19th position, with 8,002 votes, Bruges was voted among the 20 best Christmas markets in Europe!

18. PRAGUE, CZECH REPUBLIC

On the 18th position, with 11,065 votes, Prague was voted among the 20 best Christmas markets in Europe!



17. DRESDEN, GERMANY

On the 17th position, with 14,976 votes, Dresden was voted among the 20 best Christmas markets in Europe!



16. LONDON, ENGLAND

On the 16th position, with 18,014 votes, London was voted among the 20 best Christmas markets in Europe!



15. SARANDA, ALBANIA

On the 15th position, with 20,059 votes, Saranda was voted among the 15 best Christmas markets in Europe!



14. VIENNA, AUSTRIA

On the 14th position, with 21,873 votes, Vienna was voted among the 15 best Christmas markets in Europe!

13. EDINBURGH, SCOTLAND

On the 13th position, with 21,878 votes, Edinburgh, was voted among the 15 best Christmas markets in Europe!

12. TRIER, GERMANY

On the 12th position, with 23,097 votes, Trier was voted among the 15 best Christmas markets in Europe!

11. BRUSSELS, BELGIUM

On the 11th position, with 24,695 votes, Brussels was voted among the 15 best Christmas markets in Europe!



10. VALKENBURG, NETHERLANDS

On the 10th position, with 25,018 votes, Valkenburg, was voted among the 10 best Christmas markets in Europe!



9. MADEIRA, PORTUGAL

On the 9th position, with 27,984 votes, Madeira, was voted among the 10 best Christmas markets in Europe!

8. BIRMINGHAM, ENGLAND

On the 8th position, with 29,016 votes, Birmingham, was voted among the 10 best Christmas markets in Europe!



7. ASTI-GOVONE

On the 7th position, with 31,761 votes, Asti-Govone, was voted among the 10 best Christmas markets in Europe!



6. RIGA, LATVIA

On the 6th position, with 38,924 votes, Riga, was voted among the 10 best Christmas markets in Europe!

5. MONTBELIARD, FRANCE

On the 5th position, with 41,049 votes, Montbeliard, was voted among the 5 best Christmas markets in Europe!

4. POZNAN, POLAND

On the 4th position, with 51,089 votes, Poznan, was voted among the 5 best Christmas markets in Europe!

3. METZ, FRANCE

On the 3rd position, with 52,830 votes, Metz was voted among the 3 best Christmas markets in Europe!



2. CRAIOVA, ROMANIA

On the 2nd position, with 60,404 votes, Craiova was voted among the 3 best Christmas markets in Europe!

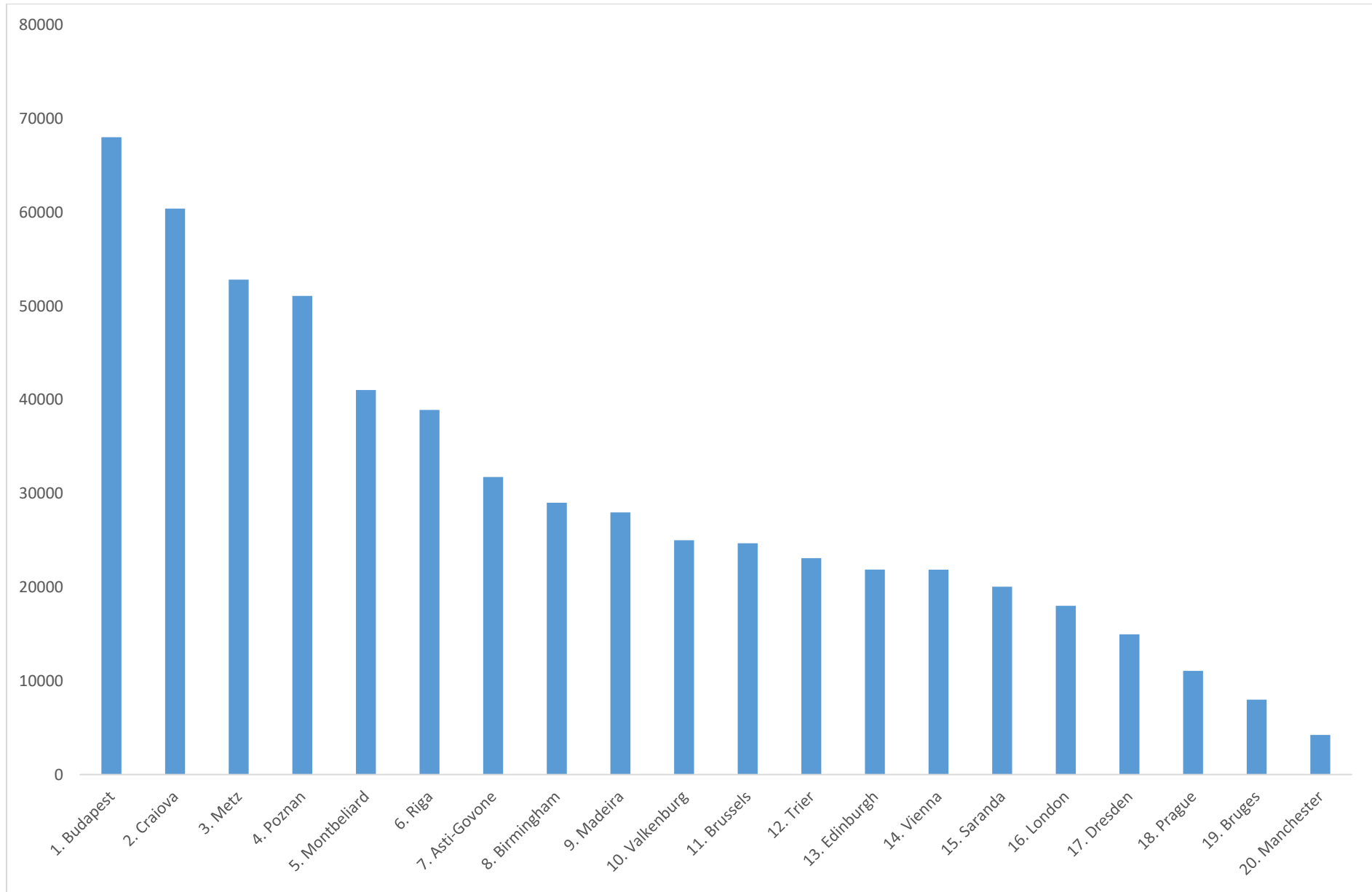


**BEST
CHRISTMAS
MARKET
2024
★ BUDAPEST ★
ADVENT BASILICA**

1. BUDAPEST, HUNGARY

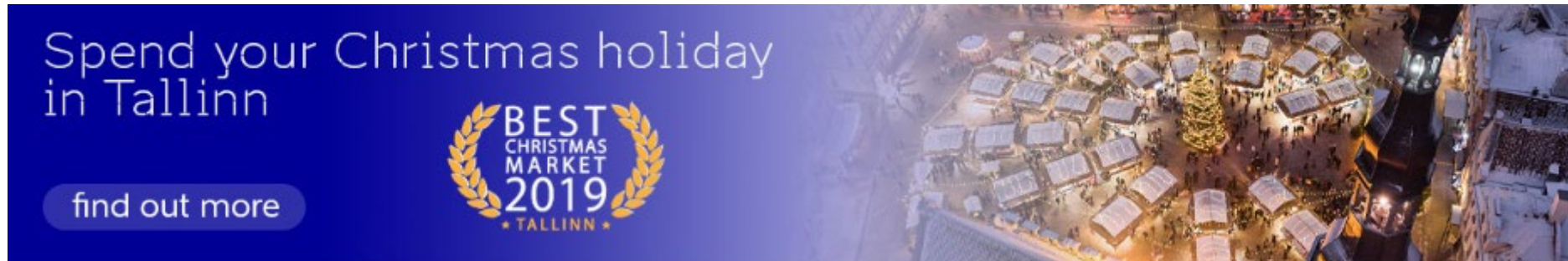
On the 1st position, with 68,029 votes, Advent Feast Basilica - Budapest elected European Best Christmas Market 2023-2024! CONGRATULATIONS!

RESULTS



BENEFITS

The 2023-2024 best Christmas Market will be authorized to use the title and affix the "European Best Christmas Market" logo on all its communications, adverts, website and photos; it will also have the right to authorize its own public and private partners to use the logo.



The Christmas Markets in our Top 20 can also use the logo by indicating that they have been chosen as one of the best Christmas Markets in Europe; we will share their news, photos and videos on our website to + 8 million travellers and via our social networks too throughout the year.

USE OF LOGO

EUROPEAN BEST DESTINATIONS

Budapest, Porto, Bordeaux, Lisbon, Ljubljana, Warsaw (European Best Destinations 2009-2023 winners), Strasbourg, Zagreb, Basel, Tallinn, Advent Feast at the Basilica (European Best Christmas Market winners) have integrated the logo into their website, videos, paper communications (city maps, brochures, flags...) and communicated it to tourism professionals (hotels, airport, airlines) who all proudly feature the logo on their websites.

As an awarded Christmas Market of this top 20 you can already download your logo on:

www.europeanbestdestinations.com/about-1/download/





LJUBLJANA IS THE EUROPEAN BEST DESTINATION 2022

We are very glad to announce that Ljubljana is the winner of the European Best Destination 2022!

[More Information >](#)

13.02.2023



ADVENT ZAGREB

2. 12. 2023. – 7. 1. 2024.





Basel
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Attractions 2019

Pendant la période de l'Avent, la cité rhénane dégage une atmosphère très particulière. Au cœur du centre-ville, niché dans la vieille ville historique aux décorations de l'Avent, est implanté l'idyllique marché de Noël sur la Barfüsserplatz et la Münsterplatz. Sur cette dernière se trouve un magnifique arbre de Noël orné par le célèbre décorateur Johann Wanner. A la Claraplatz, la buvette d'alpage invite de nouveau cette année à une agréable soirée fondue.

recherche



Nos sponsors



European Best Christmas Markets – Bâle se classe à la 6ème place
Selon le prestigieux concours en ligne de « European Best Christmas Markets », le marché de Noël de Bâle se classe 6ème parmi les 20 meilleurs marchés de Noël européens. Cliquez ici pour le classement.

Plus de 160 commerçants et artisans d'art exposent leurs objets dans de petits chalets rustiques en bois. Tous ceux qui cherchent encore des idées de cadeaux peuvent trouver l'inspiration parmi tous les produits proposés dans une atmosphère féérique. Quant aux plaisirs gastronomiques, ils ne sont pas en reste: entre gaufres, vin

SUBSTANTIAL MEDIA COVERAGE

The election of the European Best destinations receives substantial coverage right across all the various media in Europe. The main national newspapers, specialist press, blogs, specialized sites, television and social networks etc... ensure that the winning city and the other top destinations are fully covered (1208 press articles for the competition "European Best Destination 2023" and + 90 million media coverage for our members destinations since 2009).

This election generates a great deal of interest for various reasons. First of all it gives European travellers a voice by casting their vote. Secondly, it is organized by an independent travel website.

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FIGARO LIVE

THE AWARD "EUROPEAN BEST DESTINATION" ESTIMATED AT 10 MILLION EUROS ACCORDING TO AN INDEPENDENT STUDY OF THE MULTINATIONAL "CISION" (IN TERMS OF MEDIA COVERAGE).

Feb 13, 2022, 10:44am EST | 767 views

Ready For Europe? The 20 Best And Safest Places For Travel And Tourism In 2022, According To European Best Destinations



Cecilia Rodriguez Senior Contributor @ Arts

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Ljubljana - Slovenia Church and river Ljubljanica 140 / 11

As countries around Europe reopen borders and relax or altogether end coronavirus restrictions, and as flights, hotels, restaurants and cafes reopen, holidays to Europe are again a realistic possibility for relief-seeking travelers.

With votes from more than 500,000 travellers from 182 countries and considering the safety measures taken by countries and regions, the European Best Destinations organization (EBD) has released the list of the 20 trendiest destinations in Europe for 2022.

The winning contenders of the coveted "Best European Destinations 2022" title will be promoted throughout the year to millions of travelers — and will be authorized to display the title "European Best Destination" in their marketing.

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Ljubljana, Slovenia 140

Ljubljana, Slovenia

Ljubljana, the capital of Slovenia, is a city for the curious and adventurous, a treasure trove of exciting secrets and natural joys.

The proudly green capital of Slovenia welcomes all travelers hungry for culture, art, entertainment and offers broad, green areas, which have made it a global example of environmental planning. Earlier than other European destinations, Ljubljana opted for a fully pedestrian historic center.

Colorful history and natural heritage combined with authentic charm, culture, cuisine and varied city life have placed this beautiful capital at the top of the list of best destinations.



Marbella picturesque old town 141 / 11

Marbella, Spain

Marbella is known as the "capital of sun" in Europe. It's a preferred destination for travelers looking for relaxation, shopping, refined hotels and restaurants, as well as local handcrafts, golf, outdoor



Amiens Cathedral of Notre Dame and traditional houses on Le place du Don Square at the embankment of ... [4] 141 / 11

Amiens, France

A peaceful haven of canals and floating gardens that display one of the most beautiful and largest Gothic cathedrals in France, Amiens is also a place to take an extraordinary journey in the footsteps of Jules Verne.

Divided by the Somme River, the city also is well known for its medieval belfry. Shops and cafes line the old Quartier St.-Leu's narrow streets as floating market gardens ("hortillonnages") dot the city's canals.

Ideally located in the heart of the Paris-London-Brussels triangle, Amiens has been ranked as the fourth-greenest city in France and is the only French city to have three UNESCO heritage sites, including its imposing cathedral and stunning architecture.

The city was a source of inspiration for Jules Verne when he settled there in 1871. The famous author left his mark on the city and his influence is visible in many corners of its streets.

Amiens is home to an international garden festival around the famous floating Hortillonnages that has been voted the most beautiful City Park in Europe. The Hortillonnages, a 740-acre green paradise in the heart of the city, can be explored on foot, by bike, in a row boat, kayak or even on a paddleboard.

"Don't miss the must-see Musée de Picardie or hop on a bike and head to Amiens Zoo, a real island of biodiversity where endangered species are protected in the peace of nature," advises EBD.



Leuven, a picturesque city in the heart of Belgium 142

Leuven, Belgium

Leuven, a picturesque city in the heart of Belgium, east of Brussels, is an ideal destination for an exciting all year round city break.

Thanks to its rich and varied offering in heritage, art, culture, science, beer, gastronomy and shopping, this centuries-old university town invites visitors to stroll and discover everything within walking or biking distance. A hip and urban vibe in an historical setting, guarantees to draw visitors into its vibrancy.

Leuven also nabbed first place in the Best Open-Minded Destinations in Europe, a ranking of destinations actively working on accessibility, social diversity, solidarity, tolerance and respect.

With car-free shopping streets, street markets offering local products, this is also the land of chocolate and well known for its rich history of breweries dating back to 1366, and includes a number of well-known beer-makers, among them the legendary and world-famous Stella Artois.

On a central square is the 15th-century town hall, guarded by its tall spires. The building is decorated with hundreds of statues of local figures, biblical characters and saints. Opposite, the late Gothic St. Peter's Church houses a "Last Supper" by the Flemish Primitive painter Dieric Bouts. Nearby, Oude Markt is a long square lined with bars and cafes.

THESE ARE THE 20 CANDIDATES FOR THE BEST EUROPEAN DESTINATION 2022

The European Best Destination awards have selected 20 cities to receive the accolade this year. See what makes them special.

A total of 20 destinations have been shortlisted by the winners of the European Best Destination award. A global award celebrating the culture and heritage of Europe's most iconic cities. The award, which will be presented in February 2022, will recognize the cities that have made the most significant contribution to the continent's heritage.

We're not saying you should visit these cities. We're just saying they're worth a look.

See the full list of cities.



ROTERDAM (NETHERLANDS)

11 / 20

Rotterdam has been named the most sustainable city in the world. The city has been recognized as a leader in the field of sustainable development. In 2021, the city was named Europe's Green Capital. In 2018, the city was named the most sustainable city in the world. The city has been recognized as a leader in the field of sustainable development. In 2021, the city was named Europe's Green Capital. In 2018, the city was named the most sustainable city in the world.



ROME

12 / 20

Rome is a city of contrasts. It's a city of ancient ruins and modern skyscrapers. It's a city of art and culture. It's a city of history and tradition. It's a city of beauty and grace. It's a city of love and passion. It's a city of life and vitality. It's a city of hope and dreams. It's a city of faith and belief. It's a city of peace and harmony. It's a city of joy and happiness. It's a city of love and compassion. It's a city of kindness and generosity. It's a city of respect and dignity. It's a city of freedom and justice. It's a city of equality and fairness. It's a city of peace and harmony. It's a city of love and compassion. It's a city of kindness and generosity. It's a city of respect and dignity. It's a city of freedom and justice. It's a city of equality and fairness.



LISBOA (PORTUGAL) QUAL O MELHOR PLANO NESPREÇO?

13 / 20

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AMALFI COAST

14 / 20

The Amalfi Coast is a stunning stretch of coastline in southern Italy. It's a city of contrasts. It's a city of ancient ruins and modern skyscrapers. It's a city of art and culture. It's a city of history and tradition. It's a city of beauty and grace. It's a city of love and passion. It's a city of life and vitality. It's a city of hope and dreams. It's a city of faith and belief. It's a city of peace and harmony. It's a city of joy and happiness. It's a city of love and compassion. It's a city of kindness and generosity. It's a city of respect and dignity. It's a city of freedom and justice. It's a city of equality and fairness.



CINQUE TERRE

15 / 20

The Cinque Terre is a stunning stretch of coastline in southern Italy. It's a city of contrasts. It's a city of ancient ruins and modern skyscrapers. It's a city of art and culture. It's a city of history and tradition. It's a city of beauty and grace. It's a city of love and passion. It's a city of life and vitality. It's a city of hope and dreams. It's a city of faith and belief. It's a city of peace and harmony. It's a city of joy and happiness. It's a city of love and compassion. It's a city of kindness and generosity. It's a city of respect and dignity. It's a city of freedom and justice. It's a city of equality and fairness.



GRAZ (SLOVENIA)

16 / 20

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MARRAKECH

17 / 20

Marrakech is a city of contrasts. It's a city of ancient ruins and modern skyscrapers. It's a city of art and culture. It's a city of history and tradition. It's a city of beauty and grace. It's a city of love and passion. It's a city of life and vitality. It's a city of hope and dreams. It's a city of faith and belief. It's a city of peace and harmony. It's a city of joy and happiness. It's a city of love and compassion. It's a city of kindness and generosity. It's a city of respect and dignity. It's a city of freedom and justice. It's a city of equality and fairness.



Every year the European Best Destinations portal organizes the Best in Europe vote, to find the best destinations in Europe and in this thirteenth edition, 528.069 votes have been received from 182 different countries.

Leading the ranking is Ljubljana, the Best European Destination for 2022. The only Spanish representative on the list, Marbella, has been in second position.

Are we going on a trip to the best destinations in Europe? Here the complete list!



Getty Images

CRETE (GREECE)

Crete is ranked 20th in the European Best Destinations ranking, with 1.002 votes in its favour. And it is that Greece is always a yes, in fact, we find two Greek destinations in the top 20: Crete (20th) and Athens (18th).

The largest of the Greek islands is the perfect hedonistic destination: the beauty of its beaches competes with that of the mountains and gorges while life passes quietly in the small fishing villages that dot this pearl bathed by the Aegean Sea.

The history and remnants of the past are present in every corner: the palaces of Knossos and Phaistos, the cathedral of Agios Minas, the fortress of Heraklion...

Don't forget to immerse yourself in nature at the Balos Lagoon and Gramvousa Island, Lake Kournas, Spinalonga Island, the Cave of Zeus and of course, on its beautiful beaches.



Daniel J. Schwarz on Unsplash

GRAZ (AUSTRIA)

With very little difference with respect to Crete, the Austrian city of Graz obtains 1.089



Getty Images

VIENNA (AUSTRIA)

Vienna obtains 4.978 votes that place it in the 17th place. It is impossible not to fall in love with the charm of Vienna. The capital of Austria, one of the cities with the best quality of life in the world, is love at first sight. A crush that is confirmed when you walk through its streets, visit its palaces, enjoy the opera and visit its museums.

It is also a very dynamic city, full of non-conformist architects, bohemian foodies and a new breed of creative citizens who have changed the rules of the game. Of course, it is still religion to watch the hours pass in its cafeterias, designated Intangible Cultural Heritage by UNESCO.



Getty Images

CLONAKILTY (IRELAND)

Clonakilty, in the south of Ireland, comes in at number 16 with 5.020 votes.

Located in Clonakilty Bay in County Cork, this Irish city is full of color: in its streets, in its shops, on the balconies of houses... In addition, it has been awarded by the European Commission for its commitment to the sustainable tourism, both in terms of its gastronomy and the experiences it offers.



Alamy

AMIENS (FRANCE)

The most romantic city in France? Probably. Amiens reaches third place on the podium with its 58.114 votes.

Jules Verne settled in Amiens in 1871, making it one of his sources of inspiration. You can tour the city on foot or by boat through its beautiful canals. The picturesque Saint-Lieu district has many cafes and terraces with views of the imposing cathedral.

Amiens is also home to a curious International Garden Festival which takes place in Hortillonages, voted the most beautiful urban park in Europe.



Alamy

MARBELLA (SPAIN)

Marbella, the only Spanish representative on the list, obtains no less than 61.041 votes and proudly wears the title of "Best European Destinations".

Oh, the south... Oh, Andalusia... Oh, Malaga... You are our weakness! Marbella is the preferred destination for travelers looking for relaxation, incredible hotels and restaurants, craft shops, local and top quality products, outdoor activities... It has it all!

Marbella not only attracts travelers in love with the sun and its beaches, but also digital nomads, athletes, foodies, as well as companies and investors.

Strolling through Puerto Banus, tasting Michelin-starred dishes, going out for tapas, touring the historic center... Marbella, here we come!

Life > Culture > Travel



Top 20 of the 'Best destinations in Europe' to go on vacation in 2022

Illustration: William G. Hill/Contrasto



Illustration: William G. Hill/Contrasto

Slovenia, Spain or even France, the specialized site European Best Destinations has unveiled the 20 most popular destinations in Europe. Destinations that will give you some ideas for your next vacation...

A competition was organized from January 22 to February 18 for the specialized site European Best Destinations. The goal was to select the ratings of the different participants in order to know the popular places in 2022, who rating was based on the results of the 128,049 opinions from 182 different countries. The platform was able to determine the 20 most popular destinations in Europe, among a list of 402 places.

Read also: [10 facts on the 8 most popular destinations of 2022](#)

THE TOP 3, CONSISTS OF...

In first position of the ranking, we find with 75,042 votes, Ljubljana in Slovenia. A small European capital with only 293,000 inhabitants, known for its large green spaces.

In second place, heading for Spain, is Sitges. This seaside resort in southern Spain won a total of 61,402 votes. On the program: beaches as far as the eye can see, luxury shops and yachts, a real pleasure.

Finally to complete the podium, discover France with Amiens. The popularity rating of this northern city amounts to 58,114 votes. It could also be the favorite destination of the Chinese. Indeed, 24% of their votes went to this city.

LJUBLJANA (SLOVENIA)



Ljubljana is the capital of Slovenia. It is a place known in particular for its large green spaces including the vast Trzin Park. It offers a calm atmosphere between greenery and culture. It is impossible to miss its parks, in particular Trzin Park, but also its museums such as the National Museum of Slovenia, devoted to history, and the Museum of Modern Art.

NIJMEGEN (NETHERLANDS)



Illustration: Photo: Shutterstock

Nijmegen is the oldest city in the Netherlands. It now has a large number of students, many events and festivals. A real urban whirlwind is guaranteed between nature, shopping culture and outings, impossible to get bored.

LAHTI REGION (FINLAND)



Illustration: Shutterstock

Finland has more than 188,000 lakes. In addition, the water is the cleanest in the world. Lahti is located one hour from the capital Helsinki. In total, 74% of the city's area is covered by forests, while 11% consists of bodies of water. By the way, the Lahti region is one of the most popular holiday destinations in Finland.

PLOVDIV (BULGARIA)



Illustration: Shutterstock

Plovdiv is the main cultural center of Bulgaria and has also won the title of European Capital of Culture in 2019. In this ranking, Plovdiv is the most voted Bulgarian destination since the creation of this competition in 2009. It is home to many monuments from Antiquity such as the 1st century theatre, the ancient forum or even the 2nd century Roman amphitheatre. In short, if you want to go on a trip for a rewarding vacation, you know where to go.

LEUVEN (BELGIUM)



Illustration: Photo: Shutterstock

For a city break with family or friends, Leuven, this picturesque city, is ideal. Between art, culture, gastronomy, beer, and shopping... you won't know where to turn. The advantage? All its activities are easily accessible on foot or by bike. The perfect opportunity to forget about the car during the holidays.

ORADEA (ROMANIA)



HUFFPOST

CORONAVIRUS POLITICS INTERNATIONAL LIFE TREND VIBES VIDEO

Competition for Europe's Best Destination

• Who is the most attractive country in 2022? • Who is the most attractive city in 2022? • Who is the most attractive region in 2022? • Who is the most attractive country in 2022? • Who is the most attractive city in 2022? • Who is the most attractive region in 2022?

LIFE

A Spanish town, the second best European destination to travel in 2022

According to the European Best Destinations awards.

By **Alena Sanchez**
12/20/22 10:56am CST



1-20220202 10:56am CST

More than half a million travelers from 182 countries have chosen with their votes which are the best destinations in Europe to visit in 2022, and a Spanish river has come out very well.

Among the more than 400 places that opted for this distinction, Marbella (Málaga) has achieved second place in the European Best Destinations 2022. The top 20 list is headed by Ljubljana, the capital of Slovenia.



Regarding Ljubljana, the awards highlight that it is a city "for curious and adventurous souls" and describe it as a "green capital", something that is appreciated not only by tourists, but also by "entire delegations of mayors, environmental advisors and urban planners", who they used "to understand the great miracle".

European Best Destinations @europeanbestdestinations

It's now official! #Ljubljana has been voted the #1 destination in Europe for 2022 🏆 Congratulations to @vianjutzijana and @sloveniainfo 🇸🇮 Results: 2022 ebdest.es

#EuropeanBestDestinations #EBDC2022

9:53 p.m. · 18 Feb. 2022

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"Before other European destinations, Ljubljana opted for a polivalentist historic center", they point out, so that while walking through the center visiting the shops or trendy cafes "you can hear the birds singing".

WOW

PORTO

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TREND



Calviño listens to Espinosa de los Monteros and responds by hitting where it hurts the most



A Vox deputy calls Yolanda Diaz that way and his response is to see her

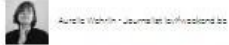


Live: the majority of the PP believes that Casado wants to say goodbye to the Board of Directors



The top 20 of the best destinations in Europe (including one in Belgium) to discover in 2022

22/01/22 de 11:10 | Update 16:17



The ranking is that of the public, because no less than half a million travelers from 182 countries voted to elect the best European destinations 2022. Among more than 400 competing destinations, the 20 below are the ones with the highest number of votes, thus receiving the title of 'Best European destinations 2022'. The Belgian city of Leuven sits in 5th place.

Depending on the traveler's desires and needs, these destinations are perfect for a city trip, a sunny location, a romantic getaway, or for indulging in shopping, culture, or nature immersion.



1-20220202 10:56am CST



Reverencia de Ljubljana, Slovenia, Europa. © Daily Images/Stockbyte

1 - Ljubljana (Slovenia) Green capital of Slovenia, this city will delight those eager for culture, art, but also entertainment, trendy addresses and green spaces. All in a relaxed atmosphere.



Reverencia de Marbella, España. © Daily Images



HOLA!

HOME / TRAVEL



The best European destinations to travel to in 2022
(and one is in Spain)



More than half a million travelers from 182 countries have voted for the Best European Destinations 2022 on the European Best Destinations portal among more than 400 places. The capital of Slovenia occupies the first place on the list, but do you want to know what the others are? A clue: Spain has its representation and holds the second position.

1. Ljubljana

The green capital of Slovenia has things that are new to most of us: the canals, bicycles, but also of Prague. For its elegant architecture on the banks of the Ljubljanica River. There are no shortage of comparisons with the Austrian Gos and Salzburg, or, due to its youthful atmosphere, with any other European university city. Be that as it may, this 670,000 capital is a little gem where you can live a quiet life, with a pedestrianized historic center, castles, medieval churches, beautiful bridges, secluded squares and, above all, alleys where cafes, restaurants and boutiques are hidden, where to go hand in hand with the song of the birds in the background.

Don't miss it: Slovenia: everything you need to know for your first visit



É oficial: estes são os melhores destinos da Europa para visitar este ano



16 fev 2022 12:00
Viagens



Portugal eleito o melhor país da Europa para visitar em 2021



Estas são as cidades mais ecológicas da Europa

Com as restrições a diminuírem, chegou o momento de voltar a viajar pela Europa e estes foram eleitos os melhores destinos para visitar em 2022.



Depois de muitas restrições, a Europa começa a levantar as medidas restritivas e a permitir que as viagens regressem com menos entraves. À medida que se começa a considerar o coronavírus um elemento permanente nas nossas vidas, as restrições começam a desaparecer, a confiança é restaurada e as viagens começam a regressar à normalidade.

Embora as regras de entrada e as medidas de segurança em cada país continuem incertas, aumentando e diminuindo com a evolução da doença, **os viajantes podem ver 2022 como uma oportunidade de regressarem às viagens pela Europa**, com menos testes e menos isolamento obrigatório.

Siga-nos na sua rede favorita.

Agora, a dificuldade pode ser apenas escolher qual o destino europeu que quer visitar primeiro. Para o ajudar na escolha, o site European Best Destinations (EBD) divulgou a sua lista anual dos melhores destinos para viajar na Europa em 2022.



PIU Anúncio
Vaca a partir de 29€

Transavia Aproveito

PIU Anúncio
Vaca a partir de 29€

Transavia Aproveito

PIU Anúncio
Holanda a partir de 30€

Transavia Aproveito

THEY ARE TALKING ABOUT US

Ms Angel Munoz, Mayor of Marbella:



*"The impact of this recognition is massive. In 2 months we have already reached more than 920 million readers, a campaign worth approximately **2.3 million euros**"*

Mr Nicolas Martin, Executive Director Bordeaux Tourism:



*"The year was exceptional in terms of tourism growth with an **increase of 10.7% in international arrivals** in Bordeaux Merignac Airport (source GDS / Forward Keys) or of **12.26% in hotels progression of Revenue per room** (RevPar) for all categories (source MKG). Most nationalities are increasing, especially this year European travellers (British, Spanish, German, Swiss, Belgian, Italian ...). It is undeniable that the fact of being elected European Best Destination 2015 has contributed to this result, **press fallouts after winning this title have been global and massive**".*

Laurent Belot, Deputy Mayor in charge of Tourism, Dinant:



*"We are very grateful for the very positive dynamic in which European Best Destinations has put our beautiful city. We reached the 12th position, and **we can say that the visibility and growth of visitors is not only for the 1st destination** but also for the others. With an increase of almost **30% in tourist attendance** and the diversification of nationalities, this operation has greatly contributed to a new tourist boost for our destination."*

Mr Ante Galic – Zadar Tourist Board:



*"The year that we have been awarded "European Best Destination" **we have had a record growth of +13% in overnight stays**, when our yearly growth for many decades was of 6%. During this special year we reached a new administrative record of 447,925 arrivals and 1,721,928 overnight stays".*

Mr Emmanuel Fromm, Colmar Tourist Board:



*"Our destination has been awarded by European Best Destinations and it has undeniably brought us an excellent complement of **visibility and notoriety**. EBD is one of the few organizations whose credibility is systematically repeated many times by the media as soon as our destination is quoted.. We hope to be able to count on their support for a long time!"*

OUR ACTIONS

European Best Destinations is a travel website 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.



Thanks to an excellent communication with 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 (+8 million visitors and thousands of followers on Facebook, Twitter, Pinterest and +110,000,000 euros of media coverage).

We carry out the main tourism competitions in Europe and have been working with the EDEN Network (Sustainable destinations awarded by the European Commission) for the promotion of sustainable tourism for 9 years. 90 EDEN-labelled destinations are promoted on the EBD website as well as + 500 EU destinations from Aachen to Zagreb.



**DOWNLOAD THE OFFICIAL LOGOS
AND SPREAD THE WORD!**



www.europeanbestdestinations.com/about-1/download/#christmas

CONGRATULATIONS!

Our warmest congratulations to the winner and all the participating destinations that will be promoted throughout the year to millions of travellers on all our networks.

This record of votes and +335,000 shares of the voting page on social networks as well as record attendance figures for the selected Christmas markets show a renewed interest of travellers for these events organized by enthusiasts, tourism professionals who participate in the cultural and tourist influence of Europe.

CONTACT US

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