

London Named The World's Best Destination TripAdvisor travellers around the world honour the capital in annual Travellers' Choice Destinations awards

LONDON, UK. – 2 May, 2012 – [TripAdvisor®](#), the world's largest travel site*, today announces the results of its 2012 Travellers' Choice® Destinations Awards, honouring the top destinations in the world as decided by millions of travellers.

London reigned supreme in the awards: it was named the world's, Europe's and the UK's best destination. With the Diamond Jubilee and Olympic Games fast approaching, it's a well-timed triumph for the capital.

Emma Shaw, TripAdvisor spokesperson, commented: "To be crowned the world's best destination in the Olympic year by millions of travellers is a tremendous honour for London. It's fantastic to see the capital recognised and rewarded by those that have really experienced the city – travellers themselves."

Gordon Innes, CEO, London & Partners commented: "This accolade couldn't be better timed for the capital in this momentous year and we are delighted that millions of travellers have voted London as the number one destination in the world, Europe and the UK. These three awards are testament to the wonderful array of attractions, dining and accommodation that set London apart from all of these other destinations."

Following London in the world stakes were New York City and Rome, in second and third places respectively.

European category: London comes out ahead of arch rivals

London's arch rivals on the tourist trail, Rome and Paris, lagged behind the UK capital in second and third places respectively in the European category.

The only other UK city to rank in this list was Edinburgh, which took 1st place.

UK category: Spotlight off the south

Following London as runner-up in the UK category was Edinburgh, with Liverpool claiming third place.

While London may have reigned supreme, the south – well-known for its many famous sites and cities – only had one other destination in the list alongside the capital: Torquay in fourth place. The north was well-represented with Liverpool, Manchester and Blackpool ranking third, seventh and eighth respectively.

Scotland had two top ten finishers in this year's list (Edinburgh in second and Glasgow in fifth), while both Wales and Northern Ireland claimed one destination each (Belfast in sixth place and Llandudno in tenth).

The 2012 TripAdvisor Travellers' Choice Destinations winners

	<u>World</u>	<u>Europe</u>	<u>UK</u>
1	London	1 London	1 London
2	NYC	2 Rome	2 Edinburgh
3	Rome	3 Paris	3 Liverpool
4	Paris	4 Istanbul	4 Torquay
5	San Francisco	5 Barcelona	5 Glasgow
6	Marrakech	6 Berlin	6 Belfast
7	Istanbul	7 Florence	7 Manchester
8	Barcelona	8 Prague	8 Blackpool
9	Siem Reap	9 Dublin	9 Birmingham
10	Berlin	10 Amsterdam	10 Llandudno

The Travellers' Choice Destinations awards honour top travel spots worldwide based on millions of valuable reviews and opinions from TripAdvisor travellers. Award winners were determined based on the popularity of destinations, taking into

account travellers' favorites and most highly rated places.

For the complete 2012 Travellers' Choice Destinations winners, go to <http://www.tripadvisor.co.uk/TravelersChoice-Destinations>. (please note this link will be live from 00:01 Tuesday 1st May).

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