

TripAdvisor Names Travellers' Choice Destinations On The Rise Kiev takes top European spot but four UK destinations gain attention and admiration from millions of travellers

LONDON, 13th November, [TripAdvisor®](#), the world's largest travel site*, announces the winners of its 2012 Travellers' Choice Destinations on the Rise awards. The awards honour the destinations worldwide that have seen the greatest increase in positive feedback and interest from travellers year-on-year.

Four UK destinations in European top 10

While Kiev takes the top spot overall in Europe, it's encouraging news for UK tourism, with four cities featuring in the European top 10 destinations on the rise list. Glasgow, Manchester and Belfast take sixth, seventh and eighth place respectively with Liverpool coming in tenth. With the UK now thirsty for sporting events following this summer's Olympic Games, Glasgow may well be enjoying additional interest as the city readies itself to host the 2014 Commonwealth Games. Whatever the reason, Glasgow's position as the UK's number one destination on the rise is sure to be good news for the Scottish city.

Councillor Gordon Matheson, Leader of Glasgow City Council and Chair of Glasgow City Marketing Bureau, said: "These awards are based on the reviews and opinions and interest from millions of travellers across the world so to be recognised as the number one destination on the rise in the UK and one of the top 10 in Europe demonstrates a real vote of confidence in Glasgow."

Eastern Europe dominates with Kiev crowned number one

Eastern Europe has a significant presence in the ranking with three cities represented in the European top 10 destinations on the rise list. Kiev, the capital of Ukraine, takes the top spot and also places third in the global top 10 – perhaps partially owing to the city playing host to the Euro 2012 Football Championship this summer. Moscow, which has experienced significant tourism developments recently with a number of major airlines announcing new routes to the city, takes second place in the European list and also ranks ninth in the global list.

Turin, Italy's fourth largest city, has been named third in the European list, and an impressive 10th in the global ranking.

"All winners should be incredibly proud of their award – not only has traveller interest in their destination increased, but each city has also seen an increase in positive feedback on their hotels, restaurants and things to do," commented TripAdvisor spokesperson, Emma Shaw.

Worldwide winners: South America in the spotlight

Of the 2012 Travellers' Choice Destinations on the Rise global list, South America features heavily with Mar Del Plata in Argentina coming in at number one, Brazil's Sao Paulo second, and Montevideo in Uruguay placing fourth. First place Mar Del Plata is just south of the Argentinian Capital, Buenos Aires, and speculation that the city may play host to a Formula 1 World Championship race in 2013 may have played a part in piquing traveller interest. Australia features with two destinations; Western Australia's Perth is fifth and Hobart – the capital of Tasmania - is seventh.

"These awards are decided by those judges that really matter - travellers themselves. For those unsure about where to travel next year, this list may offer welcome inspiration," continued TripAdvisor spokesperson, Emma Shaw. "With the hangover of the Jubilympics set to hit in 2013, it's great to see four UK destinations recognised in what may mean a great boost to the UK's tourism industry."

Europe's top 10

- 1 Kiev, Ukraine
- 2 Moscow, Russia
- 3 Turin, Italy
- 4 St Petersburg, Russia
- 5 Naples, Italy

World's top 10

- 1 Mar Del Plata, Argentina
- 2 Sao Paulo, Brazil
- 3 Kiev, Ukraine
- 4 Montevideo, Uruguay
- 5 Perth, Australia

6	Glasgow, UK	6	Mexico City, Mexico
7	Manchester, UK	7	Hobart, Australia
8	Belfast, UK	8	Guadalajara, Mexico
9	Valencia, Spain	9	Moscow, Russia
10	Liverpool, UK	10	Turin, Italy

Travellers' Choice Destinations on the Rise winners are determined based on the reviews and opinions and interest from millions of travellers across the world.

For the complete list of 2012 Travelers' Choice Destinations on the Rise winners, go to <http://www.tripadvisor.co.uk/TravelersChoice-Destinations> on the Rise.

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<https://tripadvisor.mediaroom.com/2012-11-13-TRIPADVISOR-NAMES-TRAVELLERS-CHOICE-DESTINATIONS-ON-THE-RISE>