

Brighton Named Among Top Ten Hotspots In The World For Global Travellers In 2016 Mexico's Tulum named world #1 in TripAdvisor Travellers' Choice Awards for Destinations on the Rise

Brighton looks set for an influx of visitors next year as the East Sussex city is revealed as one of the world's trending destinations for 2016 in the TripAdvisor Travellers' Choice awards for Destinations on the Rise.

Brighton is named sixth in the world and third in Europe in the annual awards that identify top spots growing in popularity according to feedback from millions of TripAdvisor travellers. While the city is already a well-established hotspot for British tourists, this year's awards demonstrate that Brighton's appeal is extending beyond the UK.

Award-winners were determined by using an algorithm that primarily measured the year-over-year increase in positive TripAdvisor traveller feedback and interest in accommodations, restaurants and attractions, across destinations worldwide.

Cllr Warren Morgan, leader of Brighton & Hove City Council said, "I am delighted, but not surprised, that Brighton & Hove is recognised among the best in world by travellers from the UK and overseas. The Award highlights the fantastic work by thousands across the city who work in tourism, culture, restaurants and entertainment to deliver an excellent service to the 11 million plus visitors who come here each year."

In further good news for the UK, Liverpool was named among the European winners, coming in at fourth place.

The number one Destination on the Rise in the world this year is Mexico's Tulum, one of the 10 municipalities that make up the Mexican state of Quintana Roo. Tulum offers a mixture of relaxation and culture with its beautiful beaches and famed Mayan ruins overlooking the sea in the Tulum National Park.

In second place is Cartagena in Columbia, while Porto in Portugal takes third position.

"Brighton's seaside appeal is on the rise, and not just from British holidaygoers. The positive traveller reviews that the town has received this year on TripAdvisor, by visitors from all over the world, show the growing reputation it has earned as an international destination," commented James Kay, TripAdvisor spokesperson.

Travellers' Choice Destinations on the Rise – World:

1. **Tulum, Mexico** (+74% booking interest YoY^[i])

Great value hotel options in Tulum^[ii]:

- [Las Palmas Maya](#), bookable on TripAdvisor for an average of £92 per night^[iii]
- [Posada Yum Kin](#), bookable on TripAdvisor for an average of £89 per night
- [Posada Luna del Sur](#), bookable on TripAdvisor for an average of £74 per night

2. **Cartagena, Colombia** (+49% booking interest YoY)

Great value hotel options in Cartagena:

- [San Lazaro Art Lifestyle Hotel](#), bookable on TripAdvisor for an average of £87 per night
- [Casa Bustamante Hotel Boutique](#), bookable on TripAdvisor for an average of £72 per night
- [Hampton by Hilton Cartagena](#), bookable on TripAdvisor for an average of £77 per night

3. **Porto, Portugal** (+39% booking interest YoY)

Great value hotel options in Porto:

- [Moov Hotel Porto Centro](#), bookable on TripAdvisor for an average of £36 per night
- [Residencia LIS B&B and Parking](#), bookable on TripAdvisor for an average of £31 per night
- [BessaHotel Boavista](#), bookable on TripAdvisor for an average of £60 per night

4. **Gatlinburg, Tennessee** (+67% booking interest YoY)

Great value hotel options in Gatlinburg:

- [Zoders Inn & Suites](#), bookable on TripAdvisor for an average of £74 per night
- [Baymont Inn & Suites Gatlinburg on the River](#), bookable on TripAdvisor for an average of £76 per night
- [Bent Creek Golf Village](#), bookable on TripAdvisor for an average of £77 per night

5. **Moscow, Russia** (+27% booking interest YoY)

Great value hotel options in Moscow:

- [Mercure Moscow Baumanskaya](#), bookable on TripAdvisor for an average of £46 per night
- [Sheraton Moscow Sheremetyevo Airport Hotel](#), bookable on TripAdvisor for an average of £57 per night
- [DoubleTree by Hilton Hotel Moscow - Marina](#), bookable on TripAdvisor for an average of £66 per night

6. **Brighton, United Kingdom** (+60% booking interest YoY)

Great value hotel options in Brighton:

- [Blanch House](#), bookable on TripAdvisor for an average of £122 per night
- [Premier Inn Brighton City Centre](#), bookable on TripAdvisor for an average of £96 per night
- [Artist Residence Brighton](#), bookable on TripAdvisor for an average of £123 per night

7. **New Delhi, India** (+28% booking interest YoY)

Great value hotel options in New Delhi:

· [bloomrooms @ Link Rd](#) bookable on TripAdvisor for an average of £38 per night

· [Hotel SunStar Grand](#), bookable on TripAdvisor for an average of £30 per night

8. Banff, Canada (+43% booking interest YoY)

Great value hotel options in Banff:

· [Rundlestone Lodge](#), bookable on TripAdvisor for an average of £104 per night

· [The Juniper Hotel](#), bookable on TripAdvisor for an average of £116 per night

· [Banff Aspen Lodge](#), bookable on TripAdvisor for an average of £120 per night

9. Lima, Peru (+33% booking interest YoY)

Great value hotel options in Lima:

· [Tierra Viva Miraflores Larco](#), bookable on TripAdvisor for an average of £73 per night

· [Hotel Vila Santa Miraflores](#), bookable on TripAdvisor for an average of £51 per night

· [Hotel San Antonio Abad](#) bookable on TripAdvisor for an average of £51 per night

10. Foz do Iguaçu, Brazil (+34% booking interest YoY)

Great value hotel options in Foz do Iguaçu:

· [Del Rey Hotel](#), bookable on TripAdvisor for an average of £38 per night

· [Che Lagarto Hostel & Suites Foz do Iguaçu](#) bookable on TripAdvisor for an average of £19 per night

· [BEST WESTERN Tarobá Hotel](#), bookable on TripAdvisor for an average of £41 per night

Travellers' Choice Destinations on the Rise – Europe:

1. [Porto, Portugal](#)

2. [Moscow, Russia](#)

3. [Brighton, UK](#)

4. [Liverpool, UK](#)

5. [Granada, Spain](#)

6. [Funchal, Portugal](#)

7. [Oia, Santorini, Greece](#)

8. [Krakow, Poland](#)

9. [Valencia, Spain](#)

10. [Cologne, Germany](#)

For the complete list of Destinations on the Rise award winners for 2016, as well as reviews and candid traveller photos, go to: www.tripadvisor.co.uk/TravellersChoice-DestinationsontheRise.

[i] Increase in booking interest year-over-year is based on TripAdvisor data for October 2014 through October 2015 as measured by meta clicks.

[ii] Highly-rated value hotels have a minimum rating of four out of five bubbles on TripAdvisor. Average nightly hotel rates are based on TripAdvisor data for 1 December, 2015 through 31 May, 2016 for individual hotels. Rates are aggregated from booking partners, including online travel agencies and direct hotel suppliers.

[iii] Converted from USD to GBP via xe.com on 4 December 2015

Full quote from Brighton & Hove City Council:

Cllr Warren Morgan, leader of Brighton & Hove City Council said, "I am delighted, but not surprised, that Brighton & Hove is recognised among the best in world by travellers from the UK and overseas. The Award highlights the fantastic work by thousands across the city who work in tourism, culture, restaurants and entertainment to deliver an excellent service to the 11 million plus visitors who come here each year.

As we know, Brighton & Hove truly is a 'Destination on the Rise' in 2016; not just with the opening of the British Airways i360, but also the 50th anniversary of the Brighton Festival and continued development of the city's accommodation and major infrastructure."

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travellers to plan and book the perfect trip. TripAdvisor offers advice from millions of travellers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors**, and more than 290 million reviews and opinions covering 5.3 million accommodations, restaurants and attractions. The sites operate in 47 countries worldwide.

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*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2015

**Source: TripAdvisor log files, average monthly unique users, Q3 2015