

## London named world's top destination in Tripadvisor Travellers' Choice Awards

**LONDON, UK, 09 January, 2025** – Tripadvisor, the world's largest travel guidance platform, today announced its first Travellers' Choice Award for 2025: [Best of the Best Destinations](#). These are the most sought after global destinations, according to Tripadvisor reviewers, and this year London secures the top spot.

Tripadvisor's Travellers' Choice Awards: Best of the Best Destinations span seven categories for 2025: [Top Destinations](#), [Trending Destinations](#), [Culture Destinations](#), [Food Destinations](#), [Honeymoon Destinations](#) and two new subcategories this year - [Solo Travel Destinations](#) and [25th Anniversary Destinations](#).

### London Takes the Crown for 2025

This year London climbed two places to be named No. 1 **Top Destination** in the World, taking the title from Dubai, which had proudly held first place since 2022. The UK capital is also recognised for its culinary scene and rich arts and heritage offering, coming second in the world in the best **Food Destinations** and third in best **Culture Destinations**.

The city was also named No. 1 in Tripadvisor's special **25th Anniversary Destinations** list, based on all time reviews since Tripadvisor's launch in 2000.

One Tripadvisor reviewer called London 'the greatest city on the planet', while another described it as 'a destination that you can come back to again and again and continue to enjoy its delights'.

Commenting on the announcement, **The Mayor of London, Sadiq Khan, said:** "London is without doubt the best city in the world to visit, attracting millions of tourists every year who are amazed with everything that our great city has to offer. With our unrivalled mix of cultural attractions, renowned food scene and a sporting calendar that cannot be beaten, I am delighted that Tripadvisor agrees that London is the top destination in the world."

**Kristen Dalton, President, Tripadvisor added:** "It's great to see London recognised as a standout winner for 2025. The city's unique blend of history, innovation and culture continues to captivate travellers from all over the world. From iconic landmarks and world-class museums to a dynamic culinary scene and vibrant cultural experiences, London sets the standard for what a destination can offer."

Top Destinations - World	Top Destinations - Europe
1. <a href="#">London</a> , UK	1. <a href="#">London</a> , UK
2. <a href="#">Bali</a> , Indonesia	2. <a href="#">Sicily</a> , Italy
3. <a href="#">Dubai</a> , UAE	3. <a href="#">Paris</a> , France
4. <a href="#">Sicily</a> , Italy	4. <a href="#">Rome</a> , Italy
5. <a href="#">Paris</a> , France	5. <a href="#">Crete</a> , Greece
6. <a href="#">Rome</a> , Italy	6. <a href="#">Barcelona</a> , Spain
7. <a href="#">Hanoi</a> , Vietnam	7. <a href="#">Lisbon</a> , Portugal
8. <a href="#">Marrakech</a> , Morocco	8. <a href="#">Istanbul</a> , Turkiye
9. <a href="#">Crete</a> , Greece	9. <a href="#">Majorca</a> , Spain
10. <a href="#">Bangkok</a> , Thailand	10. <a href="#">Edinburgh</a> , UK

### Trending for 2025

Osaka, Japan, is named No. 1 **Trending Destination** in the World for 2025, based on year-on-year growth of reviews. Known as 'the nation's kitchen', Osaka has a thriving food scene, as well as great shopping and nightlife. It is also the perfect base for exploring the Kansai region, which is home to multiple UNESCO World Heritage Sites. Kuala Lumpur, Malaysia comes in at No. 2, followed by Argentina's capital, Buenos Aires, at No. 3.

Trending Destinations - World
1. <a href="#">Osaka</a> , Japan
2. <a href="#">Kuala Lumpur</a> , Malaysia
3. <a href="#">Buenos Aires</a> , Argentina
4. <a href="#">Manama</a> , Bahrain
5. <a href="#">Lima</a> , Peru
6. <a href="#">Medellin</a> , Colombia
7. <a href="#">Auckland</a> , New Zealand
8. <a href="#">Kyoto</a> , Japan
9. <a href="#">Seoul</a> , South Korea
10. <a href="#">Casablanca</a> , Morocco

### New for 2025

As Tripadvisor celebrates a quarter of a century this year, the **25th Anniversary Destinations** list pays homage to reviewers' favourite destinations since the launch of the site. London also tops this category, followed by New York at No. 2 and Rome at No. 3.

**Laura Citron OBE, CEO of VisitLondon.com, said:** "We're so delighted to be chosen by visitors as the best destination in the world. Visitors love London's constant change; it keeps them coming back to do the things they love and discover new surprises. In 2025, incredible new attractions like the V&A East Storehouse and the purpose-built Museum of Shakespeare in Shoreditch will open their doors.

"London isn't a museum city; it's a living global metropolis. Visitors are part of the city, living and playing alongside Londoners. London's vibrant local neighbourhoods and communities offer fantastic authentic experiences and food from every corner of the globe. We're seeing an increase in visitor numbers and looking forward to welcoming more people to experience what London has to offer."

25th Anniversary Destinations
1. <a href="#">London</a> , UK
2. <a href="#">New York City</a> , US

3. <a href="#">Rome</a> , Italy
4. <a href="#">Paris</a> , France
5. <a href="#">Bali</a> , Indonesia
6. <a href="#">Barcelona</a> , Spain
7. <a href="#">Dubai</a> , UAE
8. <a href="#">Crete</a> , Greece
9. <a href="#">Lisbon</a> , Portugal
10. <a href="#">Bangkok</a> , Thailand

This year sees the launch of another new category, **Solo Travel Destinations**. This list features many major global cities, with South Korean capital, Seoul taking the top spot. These destinations are loved by solo travellers and perfect for anyone heading out on an adventure alone.

Solo Travel Destinations - World
1. <a href="#">Seoul</a> , South Korea
2. <a href="#">Kathmandu</a> , Nepal
3. <a href="#">Cusco</a> , Peru
4. <a href="#">Bangkok</a> , Thailand
5. <a href="#">Osaka</a> , Japan
6. <a href="#">Dubai</a> , UAE.
7. <a href="#">Kyoto</a> , Japan
8. <a href="#">Chiang Mai</a> , Thailand
9. <a href="#">Reykjavik</a> , Iceland
10. <a href="#">Melbourne</a> , Australia

#### Best of the Rest

With travellers across the world most excited about food on their upcoming trips, according to Tripadvisor's latest Seasonal Travel Index, best **Food Destinations** is the ultimate guide to where to find the best culinary experiences.

Food Destinations - World	Food Destinations - Europe
1. <a href="#">Rome</a> , Italy	1. <a href="#">Rome</a> , Italy
2. <a href="#">London</a> , UK	2. <a href="#">London</a> , UK
3. <a href="#">Marrakech</a> , Morocco	3. <a href="#">Paris</a> , France
4. <a href="#">Paris</a> , France	4. <a href="#">Naples</a> , Italy
5. <a href="#">Naples</a> , Italy	5. <a href="#">Barcelona</a> , Spain
6. <a href="#">Barcelona</a> , Spain	6. <a href="#">Athens</a> , Greece
7. <a href="#">Lima</a> , Peru	7. <a href="#">Istanbul</a> , Turkiye
8. <a href="#">New Orleans</a> , US	8. <a href="#">Lyon</a> , France
9. <a href="#">Buenos Aires</a> , Argentina	9. <a href="#">San Sebastian</a> , Spain
10. <a href="#">Athens</a> , Greece	10. <a href="#">Copenhagen</a> , Denmark

The best **Culture Destinations** celebrates places bursting with vibrant arts scenes and rich in heritage that are inspiring travellers across the world. Steeped in culture and traditions, Bali takes the No. 1 spot, followed by Hanoi, Vietnam at No. 2 and London at No. 3.

Culture Destinations - World
1. <a href="#">Bali</a> , Indonesia
2. <a href="#">Hanoi</a> , Vietnam
3. <a href="#">London</a> , UK
4. <a href="#">Marrakech</a> , Morocco
5. <a href="#">Rome</a> , Italy
6. <a href="#">Cusco</a> , Peru
7. <a href="#">Kathmandu</a> , Nepal
8. <a href="#">New Delhi</a> , India
9. <a href="#">Crete</a> , Greece
10. <a href="#">Siem Reap</a> , Cambodia

For couples looking to celebrate one of their most special trips, best **Honeymoon Destinations** showcases the most romantic places on earth, from private beaches to intimate dinners, these are travellers' favourites to set the mood for two.

Honeymoon Destinations - World
1. <a href="#">Mauritius</a>
2. <a href="#">Bali</a> , Indonesia
3. <a href="#">Maldives</a>
4. <a href="#">Hoi An</a> , Vietnam
5. <a href="#">Phuket</a> , Thailand

6. <a href="#">Santorini</a> , Greece
7. <a href="#">Zanzibar Island</a> , Tanzania
8. <a href="#">Florence</a> , Italy
9. <a href="#">La Fortuna de San Carlos</a> , Costa Rica
10. <a href="#">St. Lucia</a>

"Over the last 25 years Tripadvisor has grown to become the world's leading travel advice community, drawing on insights from real travellers all around the world," **Kristen Dalton, President, Tripadvisor, continued.** "Based on the more than 1 billion reviews and opinions on our site today, Tripadvisor's Travellers' Choice Awards reflect the global travel community's favourites - from destinations themselves, to everything that makes them special including restaurants, hotels and experiences."

**END**

#### **Methodologies**

##### **Travellers' Choice Best of the Best Destinations**

The 2025 Travellers' Choice Best of the Best Destinations are calculated based on the quality and quantity of reviews, specific to each award subcategory, for accommodations, restaurants, and things to do in destinations from travellers globally on Tripadvisor between October 1, 2023 through September 30, 2024.

##### **Tripadvisor Seasonal Travel Index**

The data cited in this release was gathered and analysed from two key sources:

- A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 4,850 consumers, in partnership with Qualtrics, conducted between September 06 - October 03, 2024 across six countries, including Australia
- Site behavioral data sourced from first party traffic data on the Tripadvisor platform for searches made by travelers in the U.S., U.K. and Japan between August 1 - October 20, 2024 for travel between November 1, 2024 - January 31, 2025

#### **About Tripadvisor**

Tripadvisor, the world's largest travel guidance platform\*, helps millions of people each month\*\* become better travelers, from planning to booking to taking a trip. Travelers across the globe use Tripadvisor's website and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than a billion reviews and contributions, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby.

Tripadvisor LLC is a wholly owned subsidiary of Tripadvisor, Inc. (Nasdaq: TRIP). The subsidiaries of Tripadvisor, Inc. own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

\* Source: SimilarWeb, unique users de-duplicated monthly, Jan 2025

\*\* Source: Tripadvisor internal log files

For further information: [EMEApressoffice@tripadvisor.com](mailto:EMEApressoffice@tripadvisor.com)

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<https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Destinations-2025>