

The best Christmas destinations in Europe
selected by travellers.



EUROPEAN BEST CHRISTMAS MARKETS

2017





Brussels, 13th December 2016

Since 2009, **European Best Destinations**, has promoted culture and tourism in Europe to millions of travellers but also to tourism professionals and the media in partnership with more than 300 European tourist offices and the EDEN Network created by the European Commission.

We would like to thank all the participants, the directors of Tourist Offices, Community Managers, Communication Managers and Press Officers, as well as the media, bloggers, radio, television, influencers and the more than 4 million travellers who follow us. Thanks to you, European Best Destinations has become **the first site dedicated to the promotion of tourism in Europe**.

Our competitions for the European Best Destinations of the year, European Best Ski Resorts, European Best Beaches, Most Romantic destinations,... and European Best Christmas Markets have become the **most important tourism competitions in Europe**; they bring together millions of travellers who support and discover the most beautiful destinations in Europe. They also have an impact in "real life" with **significant growth of tourists** for our rewarded destinations with + 16% in growth of tourism for Porto rewarded in 2014, + 13% for Bordeaux rewarded in 2015, + 18% for Zadar rewarded in 2016 as well as tens of **millions of media coverage**.

Like every year the competition was fierce with only 10 days of online votes from 2 to 12 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".

More than 50 Christmas markets are promoted throughout the year on www.europeanbestdestinations.com, but only the most beautiful ones have been selected to compete as Europe's Best Christmas Market in 2017.

21 "must-see" Christmas Markets were in competition to win the prestigious title of Best Christmas Market in Europe :

Aachen, Brussels, Budapest, Colmar, Cologne, Dresden, Graz, Helsinki, Leipzig, Lille, London, Madeira, Manchester, Metz, Nuremberg, Prague, Rothenburg ob der Tauber, Strasbourg, Tallinn, Vienna, Zagreb.

This year beats all records of participation with **188,648 votes** coming from **124 countries**. For the first time since the launch of our competitions, travellers could vote for their 3 favourite Christmas markets in Europe.

Here are some important figures:

The voting page christmas.ebdest.in has been **shared more than 129,000 times on Social Networks** (119.000 times on Facebook and more than 10,000 times on Pinterest)

This competition gathered **more than 188,000 voters** from 124 countries.

Voters come to 79% of Europe and 21% outside Europe.

The voting and result page www.europeanbestdestinations/christmas-markets is ranked first on Google, about "Christmas Markets Europe" giving a massive visibility to the awarded destinations throughout the year.

We collected votes from almost every country in the world and even 3 votes from Jamaica for Dresden, Zagreb and Vienna, 1 vote from Antartica for Zagreb, 1 from Cape Verde for Brussels.

Discover the 20 favourite Christmas markets selected by travellers. They will be **promoted throughout the year to millions of travellers on all our networks** as well as THE Christmas market winning the European Best Christmas Market 2017 competition.



20. Manchester

On the 20th position, with 1,320 votes, Manchester was voted among the best Christmas markets in Europe.



19. Helsinki

On the 19th position, with 2,075 votes, Helsinki was voted among the best Christmas markets in Europe.



18. Lille

On the 18th position, with 2,264 votes, Lille was voted among the best Christmas markets in Europe.



17. Rothenburg

On the 17th position, with 3,396 votes, Rothenburg ob der Tauber was voted among the best Christmas markets in Europe.



16. Nuremberg

On the 16th position, with 3,584 votes, Nuremberg was voted among the best Christmas markets in Europe.



15. Leipzig

On the 15th position, with 5,471 votes, Leipzig was voted among the best Christmas markets in Europe.



14. Madeira

On the 14th position, with 5,848 votes, Madeira was voted among the best Christmas markets in Europe.



13. Metz

On the 13th position, with 6,414 votes, Metz was voted among the best Christmas markets in Europe.



12. Cologne

On the 12th position, with 8,678 votes, Cologne was voted among the best Christmas markets in Europe.



11. Graz

On the 11th position, with 9,055 votes, Graz was voted among the best Christmas markets in Europe.



10. Brussels

On the 10th position, with 9,432 votes, Brussels was voted among the best Christmas markets in Europe.



9. Budapest

On the 9th position, with 9,810 votes, Budapest was voted among the best Christmas markets in Europe.



8. Prague

On the 8th position, with 9,988 votes, Prague was voted among the best Christmas markets in Europe.



7. Tallinn

On the 7th position, with 10,187 votes, Tallinn was voted among the best Christmas markets in Europe.



6. Dresden

On the 6th position, with 10,564 votes, Dresden was voted among the best Christmas markets in Europe.



5. Vienna

On the 5th position, with 11,130 votes, Vienna was voted among the best Christmas markets in Europe.



4. Aachen

On the 4th position, with 11,696 votes, Aachen was voted among the best Christmas markets in Europe.



3. Colmar

On the 3rd position, with 13,394 votes, Colmar was voted among the best Christmas markets in Europe.



2. Strasbourg

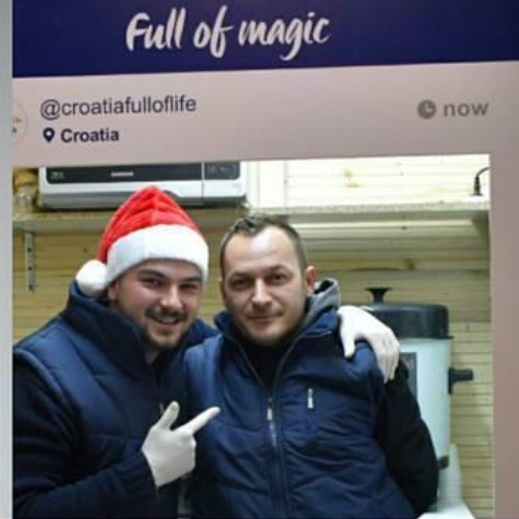
On the 2nd position, with 19,242 votes, Strasbourg was voted among the best Christmas markets in Europe.



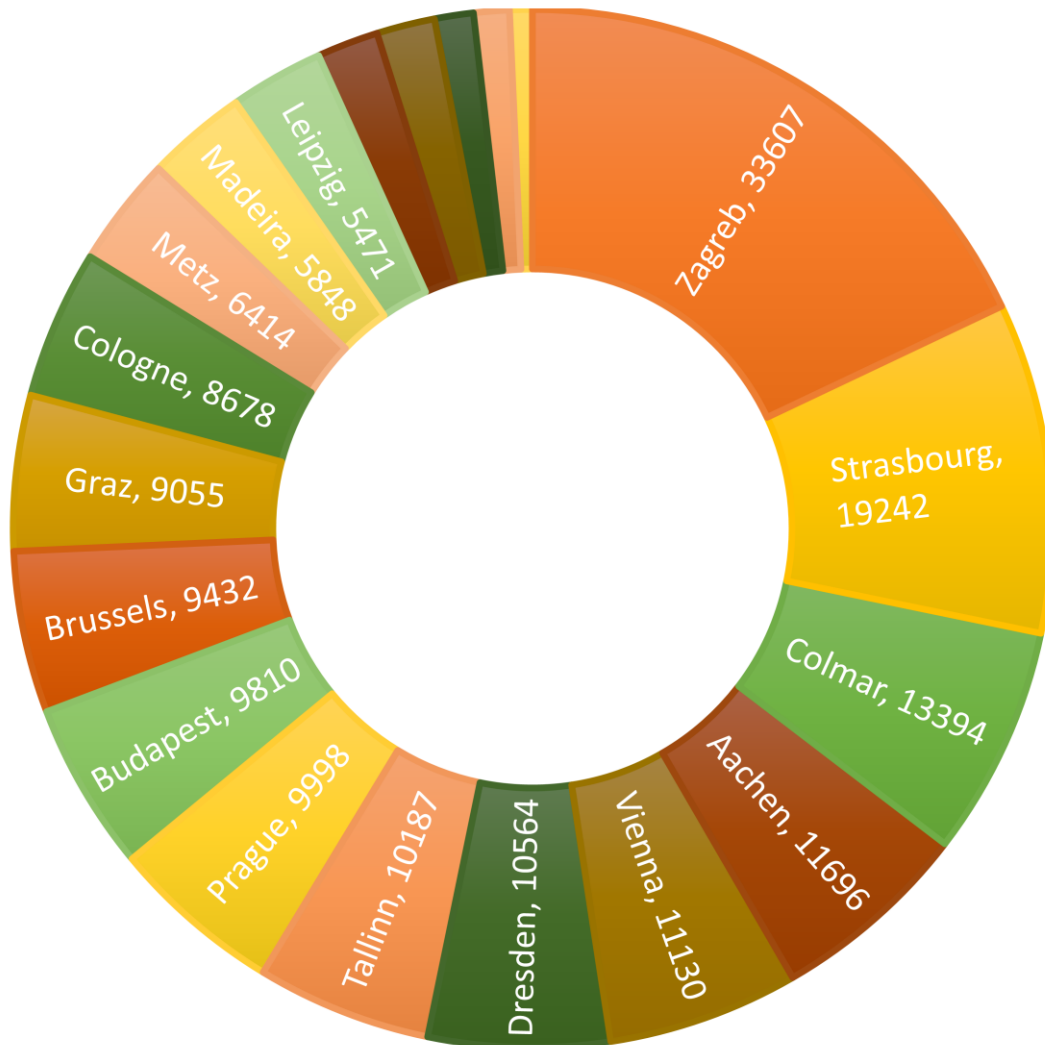
1. Zagreb

On the 1st position, with 33,607 votes, Zagreb elected European best Christmas market 2017! Congratulations!





TOP 20



1. Zagreb
2. Strasbourg
3. Colmar
4. Aachen
5. Vienna
6. Dresden
7. Tallinn
8. Prague
9. Budapest
10. Brussels
11. Graz
12. Cologne
13. Metz
14. Madeira
15. Leipzig
16. Nuremberg
17. Rothenburg
18. Lille
19. Helsinki
20. Manchester

Benefits

The 2017 best European 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.

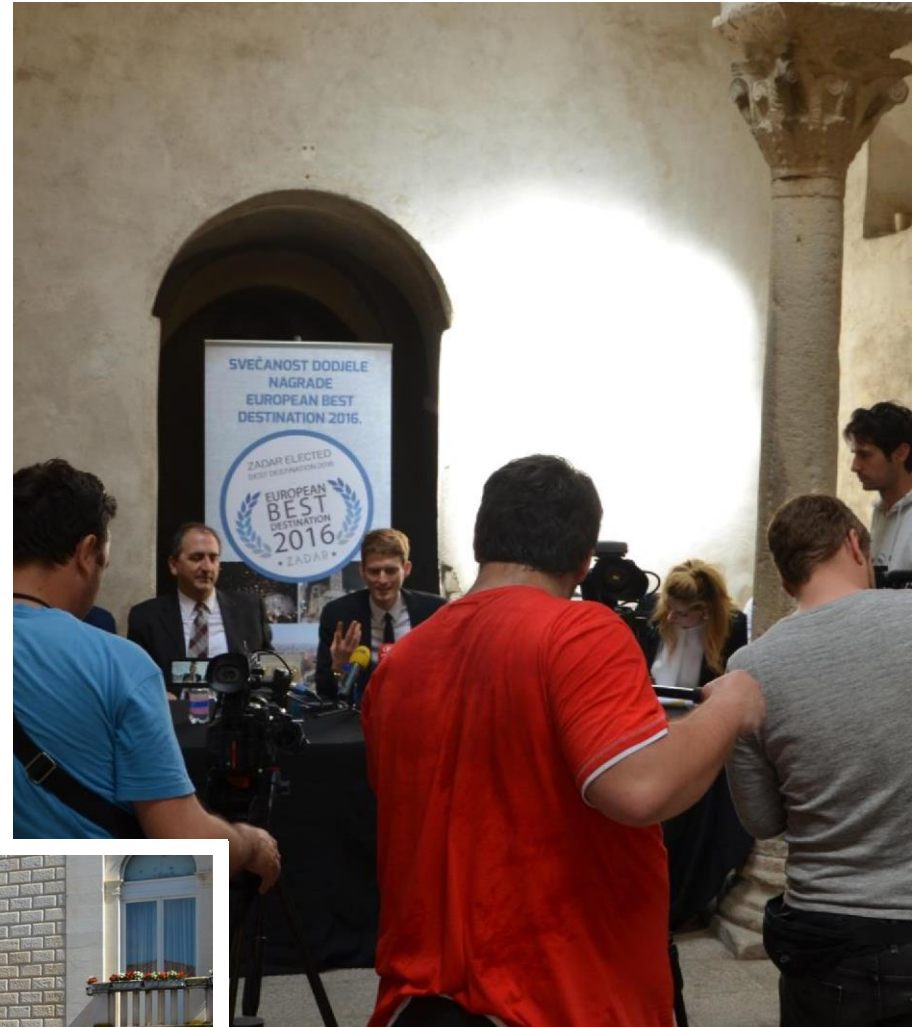
The Christmas markets in our Top 20 can also use the logo by indicating that they have been chosen as one of the best Christmas markets in Europe; we will share their news, photos and videos throughout the year via our website to + 3,2 millions travellers and via our major social networks (+80,000 followers).

Use of logo European Best Destinations

Porto, Bordeaux, Zadar (European Best Destination 2014/2015/2016 winners) and Zagreb (European Best Christmas Market 2016 winner) 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/







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

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 organisation.



The award "European Best Destination" estimated at 10 million euros according to an independent study of the multinational "Cision" (in terms of media coverage).

The media coverage of the campaign "Porto best European destination 2014" have been estimated, according to an independent study of the multinational "Cision" which analyzes all publications (press, radio, television, Internet), at more than 10 million euros at European level.

They are talking about us



Mr Rui Moreira, the Mayor of Porto says :

"Such a media coverage is of considerable value and demonstrates that it is possible to mobilize the communication and people about good causes. People usually mobilize about protests or negative causes. In this case, we have proved that we can mobilize the media and a whole city about a positive cause which benefits everyone by leading tens of thousands of people to vote online in a European election, at low cost."



ITW of 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.

Our actions

European Best Destinations is a European organization 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.

Speaking to 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 (+3 million visitors and thousands of followers on Facebook, Twitter, Google+ Pinterest and 50,000,000 euros of media coverage).

We are proud to announce that we have all the main European Tourism offices on board and our footprint covers over 260 European Destinations: from Aachen to Zagreb!

Worldwide travellers have access to the best photographs, videos, best tours and activities, travel guides, top things to do and the main social networks for over 260 destinations.



Total Visitors

3,200,000+



Destinations

260+



Followers

80,000+



Media coverage

€ 50,000,000+

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.

The next main European Competition will be held from 20th January to 10th February 2017 for the award of the Best European destination with 20 cities in competition among which Gdansk, San Sebastian, Basel, Milan, Sozopol, Amsterdam, Novi Sad, Roma, Madrid, Stari Grad, Paris, Vienna, Porto, London,...

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