



EUROPEAN BEST DESTINATIONS

2016

The best European destinations selected by travellers.



Brussels, 11th February 2016

The European organization "European Best Destinations", based in Brussels, whose purpose is the promotion of culture and tourism in Europe, is pleased to announce the results of the 2016 edition of the European Best Destination's competition. A record edition with a massive participation with **288,992 votes** (+17,9%) and **voters from 179 different countries** to elect the European Best Destination.

A twenty-day competition determined the most popular destination among travellers from all over the world for the quality, reputation and offerings of its destination.

20 "must-see" destinations were in competition to win the prestigious title of Best European Destination 2016 :

Amsterdam, Athens, Azores, Berlin, Brussels, Barcelona, Edinburgh, Kotor, London, Milan, Nantes, Nicosia, Novi Sad, Madrid, Paris, Plovdiv, Prague, Rome, Vienna, Zadar.

With more than **118,487 shares** on social networks and more than **6,400 comments** and hundreds of newspaper articles , this competition was a success: it broke all records with **288,992 votes** collected during 20 day-competition.

We thank the 20 participating destinations, the different heads of European tourism offices in competition with the heads of press services, public relations, Community Managers and partners, media, hotels, artists, institutions and individuals who are the go-between of this great competition.

Discover the results of the 2016 edition and feel free to download the official logos and visuals in our media area:

www.europeanbestdestinations.com/about-1/download/



ZADAR ELECTED
BEST DESTINATION 2016



Top destinations 2016

1. Zadar, Croatia – 57,616
2. Athens, Greece – 46,052
3. Plovdiv, Bulgaria – 34,625
4. Nantes, France – 33,982
5. Azores, Portugal – 29,157
6. Paris, France – 18,996
7. Novi Sad, Serbia – 12,684
8. Brussels, Belgium – 9,880
9. Kotor, Montenegro – 9,114
10. Milan, Italy – 9,053
11. Prague, Czech Republic – 8,389
12. Rome, Italy – 6,023
13. Vienna, Austria – 4,118
14. Madrid, Spain – 3,024
15. Nicosia, Cyprus – 2,452





Best Destinations
@ebdestinations

The vote is now OPEN! Choose the next best European destination on vote.ebdest.in
#EBD2016

19:07 - 19 Janv 2016

46 61

#birajzadar
www.birajzadar.com

Like Zadar
il y a environ une semaine

20 1 Partager



Praha.eu
jeudi

Hlasujte pro Prahu, nejlepší evropskou destinaci pro rok 2016! #tvpraha
<http://www.europeanbestdestinations.com/.../european-best-de-.../>

Voir la traduction

597 31 244



Turistička organizacija Grada Novog Sada
il y a environ 2 semaines

Novi Sad je nominovan za "Best Destination 2016" - izbor za najbolju destinaciju u Evropi. Glasanje se vrši online na sajtu European Best



Tourisme belge
@tourismebelge

[Votons!] Il n'y a que des preuves d'amour...
bit.ly/1nj2Uo ❤️ #Bruxelles
#europeanbestdestinations

09:29 - 21 Janv 2016

19 36

Frankreich Tourismus
@Albout_France_DE

Was ist eure Lieblingsdestination in Europa?
Wir wollen eure Stimmen für #Frankreich!!
#EBD2016 twitter.com/ebdestinations...

10:53 - 20 Janv 2016

2 2

Visit Plovdiv
il y a environ 2 semaines

Ето как можете да гласувате за Пловдив! Конкуренцията е жестока!

Организацията "Най-добрите европейски дестинации" включи Пловдив в класацията си за най-до...

NEWS PLOVDIV24.BG

68 4 54

Like Zadar
il y a environ 2 semaines

Lajkaj #Zadar: www.vote.ebdest.in
#EBD2016 #mustvisit #LikeZadar #LajkajZadar
#croatiafulllife #ZadarebD2016
European Best Destinations

Voir la traduction



ATHENS

Γραφείο του Ευρωπαϊκού Κοινοβουλίου στην Ελλάδα
il y a environ 2 semaines

Η Αθήνα υποψήφια για Ευρωπαϊκός προορισμός για το 2016!

Ποιος θα είναι φέτος ο καλύτερος ευρωπαϊκός προορισμός;
Ο διαγωνισμός του European Best Destinations ξεκίνησε! Η Αθήνα, η οποία πήρε την 3η θέση...
Afficher la suite

Visit Czech Republic
@CzechTourism

Are you dreaming of Prague? @PragueEU and @ebdestinations have a little site for making those dreams come true
europeanbestdestinations.com/destinations/p
12:21 - 27 Janv 2016

7 13

MASSIVE MOBILIZATION

f

118.487 shares
96.875 likes
6.408 comments
(facebook.com)

VOTEZ NANTES!
EUROPEAN BEST DESTINATION 2016
NOMINEE

Turismo Roma
@TurismoRomaWeb

Vote @Roma as European Best Destination 2016! Visit bit.ly/1WUz6N and vote for #EBD2016

12:48 - 20 Janv 2016 - Rome, Lazio, Italia

49 89

This is Athens
il y a environ une semaine

Vote for Athens, birthplace of democracy, philosophy & drama. European Best Destination 2016 Nominee! www.vote.ebdest.in
We ❤️ Athens!

#ThisIsAthens #EBD2016 #Culture

Voir la traduction

THIS IS ATHENS!

573 10 465



Vote for Paris!
2016

Paris Je t'aime
@ParisJeT'aime

Vote for #Paris as the European Best Destination 2016
#EBD2016

19:05 - 21 Janv 2016 - Île-de-France, France, France

70 91

Vote for Zadar
@ZadarCity

Croatia Full of life
@Croatia_lv

If you @LikeZadar don't forget to vote for it as the Best European Destination!
www.vote.ebdest.in

13:57 - 20 Janv 2016

28 44

Nantes
@nantes2018

Nantes meilleure destination européenne
pic.twitter.com/KL3evNcG

15:07 - 22 Janv 2016

57 36

visitbrussels
@visitbrussels

#ShowYourLoveForBrussels & vote! europeanbestdestinations.com/best-of-europe-...
#ebdestinations #Brussels #Bruxelles #Brussel

15:21 - 20 Janv 2016 - Belgium, België

26 47



EUROPEAN BEST DESTINATION VOTE #EBD2016

Madrid
@Vista_Madrid

¿Te gusta #Madrid? ¡Vota a Madrid como mejor destino europeo en vote.ebdest.in!
#EBD2016

13:57 - 2 Fév 2016 - Madrid, Comunidad de Madrid, España

17 19

EUROPEAN BEST DESTINATION 2016 VOTE FOR ATHENS

This is Athens
@CityOfAthens

@CityOfAthens runs for 2016 Best European destination in vote.ebdest.in
If you love Athens do retweet

12:35 - 20 Janv 2016 - Greece, Hellas

30 6

NOVI SAD

Novi Sad 2018
@novisad2018

Vote for #NoviSad @ebdestinations
vote.ebdest.in#EBD2016

15:07 - 22 Janv 2016

7 6

Visit Portugal
@visitportugal

Vote for #Azores as Best Destination in Europe 2016 bit.ly/1Nk6jd1 via @ebdestinations #portugal #travel

14:46 - 20 Janv 2016

30 45



Best Destinations
@ebdestinations

Discover the 20 destinations which will feature most in 2016 & vote 4 your favorite
vote.ebdest.in#EBD2016
pic.twitter.com/j7dx4A6YA

12:41 - 20 Janv 2016

4 5

Best Destinations
@ebdestinations

Discover #Plovdiv and support this destination as your favorite in Europe!
ebdest.in/vote-plovdiv #ebd2016

16:52 - 3 Fév 2016

21 23

Rendez-vous en France
il y a environ 2 semaines

2 villes françaises concourent dans le cadre de "European Best Destination 2016": notre belle capitale, et la ville de Nantes, sélectionnée pour la qualité de son offre touristique, son dynamisme, son audace et sa créativité.
Du 20 janvier au 10 février, soutenez Nantes en votant en ligne!
<http://www.europeanbestdestinations.com/.../european-best-de-.../>
Le Voyage à Nantes #Rendezvousenfrance #votenantes

VOTEZ NANTES!
EUROPEAN BEST DESTINATION 2016
NOMINEE

NANTES VERNIENNE

51 1 2

Visit Greece
il y a environ 2 semaines

Our beloved ancient metropolis, the contemporary Greek Capital enters the race of 20 European Destinations. Will you help Athens conquer the Award? Vote for Athens now! #VISITGREECE
#THISISATHENS #ATHENS #EBD2016

Voir la traduction



Benefits

The 2016 best European Destination will be authorized to use the title and affix the "**European Best Destination**" 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 other selected destinations can also use the logo by indicating that they have been chosen as one of the best destinations to visit in Europe in 2016; we will share their news, photos and videos throughout the year via our website to + 2,5 million of travellers and via our major social networks (+75,000 followers) but also to our partners from the tourism industry and media.

Use of logo European Best Destinations

Porto, Bordeaux, (European Best Destination 2014/2015 winners) and Zagreb (European Best Christmas Market 2016 winner) have integrated the logo into their website, videos, paper communications (city maps, brochures, flags...), stands for tradeshow, buses, trams, and communicated it to tourism professionals (hotels, airports, airlines) who all proudly feature the logo on their websites and communications. As an awarded destination 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. **Being part of this competition has already allowed your destination to be mentioned in more than 780 press articles** during the first three weeks of this event!

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" has 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 :

"Ten millions euros for editorial space 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, presses fallout after winning this title have been global and massive.

What was your strategy to win this title? How did you communicate about your application?

As soon as we were informed that Bordeaux was included in the competition, we had a first meeting with the influential Community Managers of Bordeaux, in order to prepare a coordinated communications strategy, identification of influencers in France and abroad ... We benefited from the support of the most popular groups about Bordeaux on social networks (Girondins de Bordeaux football team for example) and on the support of some of the famous people of Bordeaux present on social networks such as Nicolas Canteloup or Philippe Etchebest. A clip calling people to vote was also created, in a humorous and shifted tone. Abroad we were able to get the support of Bordeaux wine (CIVB ...) and on the sister cities of Bordeaux but also the support of our National Tourism Office « Atout France ». Finally, the most influential local personalities, like the Former Prime Minister of France, Alain Juppé our mayor, also called to vote on their social networks.

The citizens of Bordeaux massively mobilized as well as the local media (Sud-Ouest, France 3 ...) to support our city in this amazing competition.

How did you use the title "European Best Destination" in your communications?

We initially widely distributed the official logo « EBD2015 » that has been used by many partners in Bordeaux. The logo is also on the signature of all employees of the Tourist Office and of the Bordeaux City Hall and many hoteliers and tourism professionals use it on their website and communications. Our website and our social networks are "dressed" in the colors of EBD2015. Most of our documents have the logo, as well as our press kit and stands at trade fairs. Finally, the bus used for trips in the city and the vineyards also features the visual.

Are you satisfied with the media coverage for your destination ?

Very satisfied, so far the number of national and international press coverage about tourism in Bordeaux has increased by 74% compared to 2014.

Our actions

European Best Destinations is an 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 (+355 destinations) in Europe to reward and highlight the best destinations via its website and social networks (+2,5 million of visitors and + 75,000 of followers on Facebook, Twitter, Google+ Pinterest and 34,000,000€ of media coverage for our destinations). We are proud to announce that we have all the main European Tourism offices on board and our footprint covers over 355 European Destinations: from Aachen to Zagreb! The world's travellers have access to the best photographs, videos, 360 degree tours, travel guides, top things to do and the main social networks for over 355 destinations.



Total Visitors

2,500,000+



Destinations

355+



Followers

75,000+



Media coverage

€ 34,000,000+

Please find in our press area all the official logos for the 10 destinations with the highest number of votes. Feel free to use them on all your communication, website and social networks as well as with your partners.

Congratulations to the 20 destinations involved in this competition and talk to you soon for the 8th edition of this European competition!

Download the official logos and spread the word! 

www.europeanbestdestinations.com/about-1/download/

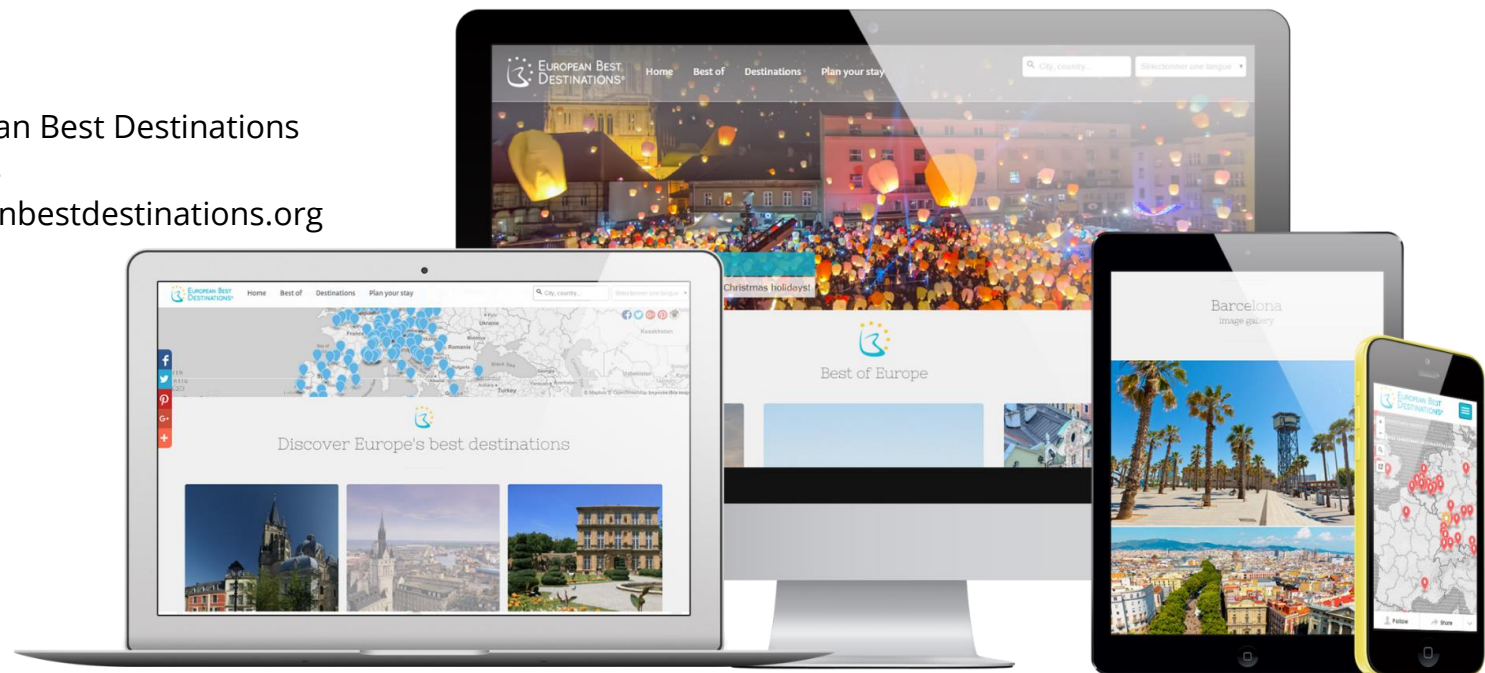
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www.europeanbestdestinations.com