

HOTĂRÂREA NR. _____
privind aprobarea participării Municipiului Craiova
la competiția internațională organizată de European Best Destination

Consiliul Local al Municipiului Craiova, întrunit în ședința ordinară din data de 30.10.2025;

Având în vedere referatul de aprobare nr.353089/2025, raportul nr.353100/2025 al Direcției Relații Publice și Management Documente și raportul de avizare nr. 354686/2025 al Direcției Juridice, Asistență de Specialitate și Contencios Administrativ prin care se propune aprobarea participării Municipiului Craiova la competiția internațională organizată de European Best Destination;

În conformitate cu prevederile art.14 alin.4 din Legea nr. 273/2006 privind finanțele publice locale, modificată și completată;

În temeiul art.129 alin.2 lit.b, coroborat cu alin.4 lit.e, alin. 14, art.139 alin.3 lit.i, art.154 alin.1 și art.196 alin.1 lit.a din Ordonanța de Urgență a Guvernului nr.57/2019 privind Codul Administrativ, cu modificările și completările ulterioare;

HOTĂRĂȘTE:

- Art.1.** Se aprobă participarea Municipiului Craiova la competiția internațională „Best Christmas Markets in Europe for 2025-2026” organizată de European Best Destinations.
- Art.2.** Se aprobă achitarea taxei de 29.690 euro, care va fi plătită în lei, la cursul de schimb valutar din ziua efectuării plății, practicat de banca comercială prin care se efectuează tranzacția.
- Art.3.** Primarul Municipiului Craiova, prin aparatul de specialitate: Serviciul Administrație Publică Locală și Relații cu Consiliul Local, Direcția Relații Publice și Management Documente și Direcția Economico-Financiară vor aduce la îndeplinire prevederile prezentei hotărâri.

INIȚIATOR,
PRIMAR,
Lia-Olguța VASILESCU

AVIZAT,
SECRETAR GENERAL,
Nicoleta MIULESCU

REFERAT DE APROBARE
al proiectului de hotărâre privind aprobarea participării Municipiului Craiova
la competiția internațională organizată de European Best Destinations

Prin adresa înregistrată la Primăria Municipiului Craiova cu numărul 328724/01.10.2025, formulată de către European Best Destinations, se propune participarea municipiului Craiova în competiția internațională organizată de platforma European Best Destinations (EBD) în anul 2025: „**Best Christmas Markets in Europe 2025 - 2026**”.

În ultimii ani, municipiul Craiova a beneficiat de un plan complex de promovare turistică, inclusiv la nivel internațional, prin intermediul platformei de promovare turistică European Best Destinations, partener al Comisiei Europene prin rețeaua EDEN – European Destinations of Excellence, ca urmare a înscrierii în programele și competițiile desfășurate de această organizație. În urma campaniilor de promovare și a voturilor obținute de Craiova, la nivel internațional, în cadrul competițiilor propuse de organizația European Best Destinations, municipiul nostru s-a clasat pe locul al șaselea în anul 2021, pe locul al treilea în anul 2022, pe locul al doilea în anul 2023 și pe locul al doilea în anul 2024, între cele mai frumoase destinații europene ce organizează târguri de Crăciun, respectiv pe primul loc, în anii 2023 și 2024, între destinațiile europene ce organizează cele mai frumoase târguri de Paște.

Prezența în aceste clasamente înseamnă mai mult decât locurile în sine obținute, Craiova surclasând orașe europene cu o îndelungată și marcantă tradiție turistică în acest domeniu. Beneficiile acestor participări în competițiile europene și ale promovării municipiului Craiova la nivel internațional s-au reflectat în creșterea vizibilității orașului în media internațională și națională, în creșterea numărului total de turiști ce au vizitat Craiova în ultimii ani – cu și fără cazare, dar și în creșterea încasărilor la bugetul local în mod direct și indirect – din taxa hotelieră, parcuri și taxele pe domeniul public, prin efectul asupra economiei locale sau asupra instituțiilor de cultură. Spre exemplu, veniturile obținute în 2024 din taxa hotelieră au fost de 1.279.915 lei, față de 308.375 lei, cât s-a încasat la nivelul anului 2021.

Conform statisticilor transmise de European Best Destinations, pagina cu rezultatul final obținut de municipiul Craiova în cadrul competiției The Best Christmas Markets in Europe 2024 – locul al doilea – a fost distribuită de mai mult de 528.000 ori pe rețelele din social-media la nivel internațional și a fost vizualizată de mai mult de 6,3 milioane de călători care urmăresc site-ul www.europeanbestdestinations.com.

Asociația European Best Destinations este o entitate cu sediul la Bruxelles, creată pentru a promova turismul durabil și cultura în Europa. Este partener al Comisiei Europene prin rețeaua EDEN – European Destinations of Excellence, inițiativă care recompensează și promovează practicile de turism durabil în destinații turistice medii și mici.

De la înființarea sa din anul 2009 și până în prezent, European Best Destinations a lucrat cu principalele destinații europene precum Florența, Paris, Geneva, Budapesta, Monaco, Madeira, Marbella, San Sebastian, Roma, Milano, Atena, Bruxelles, Bordeaux, St. Tropez, Val Thorens, Birmingham, Stockholm, Malta etc., dar și cu principalele orașe din România, care se promovează anual pe platforma turistică, la diferite categorii din cadrul acesteia. Destinațiile prezentate de European Best Destinations sunt ulterior preluate și promovate de mari publicații internaționale precum Forbes, National Geographic, Geo, Lonely Planet, Condé Nast Travelers, Yahoo, Corriere Viaggi, Huffington Post etc.

Conform adresei transmise, European Best Destinations propune Municipiului Craiova participarea în cadrul uneia dintre cele mai importante competiții internaționale organizate în luna decembrie 2025, unde turiști din toată lumea își exprimă votul, și anume pentru titlul de „**Best Christmas Markets in Europe 2025 - 2026**”.

Taxa solicitată municipiului Craiova, pentru participarea la competiția organizată de European Best Destinations, este de 29.690 euro și va fi achitată în lei, la cursul valutar al băncii din data efectuării plății. Plata acestei taxe de participare nu garantează nicio recunoaștere sau un loc anume în clasamentul final, ci doar posibilitatea de participare și expunere a imaginii municipiului Craiova în această competiție. Prin această modalitate, European Best Destinations estimează că orașul Craiova va beneficia, per total, de o promovare la nivel național și internațional care ar costa, individual, peste 1.6 milioane euro.

Suma necesară a fost prevăzută în Nota de fundamentare a Serviciului Imagine cu nr. 53250/17.02.2025 privind cheltuielile estimative necesare activităților din Municipiul Craiova pe parcursul anului 2025 – Reclamă și publicitate, Articolul 203001 și au fost alocate prin HCL privind aprobarea Bugetului de venituri și cheltuieli al Municipiului Craiova pentru anul 2025. Propunem ca taxa de participare să fie achitată din sumele colectate la bugetul local din taxa hotelieră, având în vedere specificul acestei taxe, conform HCL 564/2024 și contribuind, astfel, la colectarea unor sume și mai mari la bugetul local ce urmează să provină din creșterea numărului de turiști, ca efect al promovării municipiului la nivel internațional.

Astfel, în conformitate cu prevederile art. 129 alin. 2, litera b) din O.U.G. nr. 57/2019 privind Codul Administrativ, în conformitate cu prevederile art. 14, alin. 4 din Legea nr. 273/2006, privind finanțele publice locale, actualizată, propunem promovarea, pe ordinea de zi a ședinței ordinare a Consiliului Local Municipal Craiova din luna octombrie 2025, a proiectului de hotărâre privind **aprobarea participării Municipiului Craiova la competiția internațională „Best Christmas Markets in Europe for 2025 - 2026” organizată de European Best Destinations.**

Primar,
Lia Olguța VASILESCU

Data:

Semnătura: _____

Întocmit,
Director executiv DRPMD
Claudiu POPESCU

Îmi asum responsabilitatea pentru fundamentarea, realitatea și legalitatea întocmirii acestui act oficial

Data:

Semnătura: _____

Întocmit,
Șef Serviciul Imagine,
Marina ANDRONACHE

Îmi asum responsabilitatea pentru fundamentarea, realitatea și legalitatea întocmirii acestui act oficial

Data:

Semnătura: _____

RAPORT

al proiectului de hotărâre privind aprobarea participării Municipiului Craiova la competiția internațională organizată de European Best Destinations

Municipiul Craiova a beneficiat, în ultimii ani, de un plan complex de promovare turistică, inclusiv la nivel internațional. Una dintre metodele utilizate a fost prin intermediul platformei turistice European Best Destinations, partener al Comisiei Europene prin rețeaua EDEN – European Destinations of Excellence, ca urmare a înscrierii în programele și competițiile propuse de această organizație.

În urma voturilor obținute de Craiova, la nivel internațional, în cadrul competițiilor organizate de European Best Destinations, municipiul nostru s-a clasat pe locul al șaselea în anul 2021, pe locul al treilea în anul 2022, pe locul al doilea în anul 2023 și, respectiv, pe locul al doilea în anul 2024, între cele mai frumoase destinații europene ce organizează târguri de Crăciun. În anul 2023 și anul 2024, municipiul Craiova s-a clasat pe primul loc între destinațiile turistice ce organizează cele mai frumoase târguri de Paște la nivel european.

Prezența în aceste clasamente înseamnă mai mult decât locurile în sine obținute, Craiova surclasând orașe europene cu o îndelungată și marcantă tradiție turistică în acest domeniu. Beneficiile acestor participări în competițiile europene, având ca efect principal promovarea municipiului Craiova la nivel internațional, s-au reflectat în creșterea vizibilității orașului în media internațională și națională, în creșterea numărului total de turiști ce au vizitat Craiova în ultimii ani – cu și fără cazare, dar și în creșterea încasărilor la bugetul local în mod direct și indirect – din taxa hotelieră, parări și taxele pe domeniu public, prin efectul asupra economiei locale sau asupra instituțiilor de cultură. Spre exemplu, veniturile obținute în 2024 din taxa hotelieră au fost de 1.279.915 lei, față de 308.375 lei, cât s-a încasat la nivelul anului 2021.

Conform statisticilor transmise de European Best Destinations, pagina cu rezultatul final obținut de municipiul Craiova în cadrul competiției The Best Christmas Markets in Europe 2024 – locul al doilea – a fost distribuită de mai mult de 528.000 ori pe rețelele din social-media la nivel internațional și a fost vizualizată de mai mult de 6,3 milioane de călători care urmăresc site-ul www.europeanbestdestinations.com.

Această promovare a propulsat Craiova pe primul loc între destinațiile preferate de turiștii din România în perioada sărbătorilor de iarnă, fapt reieșit din numărul mare de agenții de turism din România, dar și din străinătate (Bulgaria, Serbia, Italia, Polonia, Marea Britanie, Spania, SUA, China etc.) care au organizat excursii de o zi și de tip “city break” în Craiova, din procentul maxim de ocupare a unităților de cazare din Craiova, din creșterile spectaculoase de vizitatori la instituțiile de cultură din

Craiova (Muzeul de Artă, Muzeul Olteniei, Muzeul Cărții și Exilului Românesc etc.), dar și din încasările provenite de la parcările cu plată din municipiu.

În afară de beneficiile directe, Craiova a fost promovată masiv în media națională și internațională, inclusiv prin parteneriatele proprii ale platformei turistice European Best Destinations (EBD). Publicații de prestigiu cum ar fi National Geographic, Forbes, Corriere Viaggi sau Condé Nast au publicat știri referitoare la Târgul de Crăciun din Craiova și au promovat Craiova ca destinație turistică internațională.

De asemenea, toate publicațiile din România au reflectat activitățile din Târgul de Crăciun Craiova, dar și rezultatele competițiilor propuse de European Best Destinations.

Prin adresa înregistrată la Primăria Municipiului Craiova cu numărul 328724 /01.10.2025, formulată de către European Best Destinations, se propune participarea municipiului Craiova, în calitate de organizator al Târgului de Crăciun, în competiția internațională **„Best Christmas Markets in Europe 2025 - 2026”**.

În contextul strategiei de dezvoltare a municipiului Craiova pentru următoarea perioadă, a investițiilor realizate de autoritățile locale în ultimii ani în domeniul cultural-sportiv și turistic, dar și în contextul proiectelor aflate în derulare, considerăm că oportunitatea ivită anii trecuți de a crește vizibilitatea municipiului Craiova la nivel național și internațional, prin participarea în competiții internaționale turistice, nu trebuie neglijată. Acest lucru se impune cu atât mai mult în contextul îmbunătățirii recente a accesibilității către Craiova - datorită noilor proiecte de infrastructură de anvergură din regiunea noastră, precum extinderea terminalului și creșterea numărului de curse de pe Aeroportul Internațional Craiova sau precum Drumul Expres Craiova – Pitești, dar și în contextul apariției de noi unități hoteliere pe raza municipiului Craiova.

Asociația European Best Destinations este o entitate cu sediul la Bruxelles, creată pentru a promova turismul durabil și cultura în Europa. Este partener al Comisiei Europene prin rețeaua EDEN – European Destinations of Excellence, inițiativă care recompensează și promovează practicile de turism durabil în destinații turistice medii și mici.

Începând cu 2007, Comisia Europeană a sprijinit țările UE prin recompensarea destinațiilor de turism sustenabil netradițional, emergente din Europa, acordându-le premiul EDEN. Inițiativa a avut ca scop promovarea modelelor de gestionare a destinațiilor turistice durabile în întreaga Europă, prin selectarea și promovarea destinațiilor EDEN.

European Best Destinations are parteneriate cu Birourile de Turism Naționale, gestionează promovarea turistică a destinațiilor europene și colaborează cu peste 400 de birouri turistice europene, cu organismele publice din fiecare oraș, regiune, dar și cu entități media internaționale de renume mondial, precum Forbes (Statele Unite și Marea Britanie), Vogue, Daily Mail, Euro News, El Mundo, Corriere Viaggi, Huffington Post, Condé Nast sau Lonely Planet etc. Astfel, de la înființarea sa din anul 2009 și până în prezent, European Best Destinations a lucrat cu principalele destinații europene precum Florența, Paris, Geneva, Budapesta, Bruxelles, Monaco, Madeira, Porto, Marbella, San Sebastian, Roma, Milano, Atena, Bruxelles, Bordeaux, St. Tropez, Val Thorens, Birmingham, Stockholm, Malta etc.

De asemenea, principalele orașe din România - Sibiu, Alba Iulia, Brașov, Oradea etc. se promovează anual pe platforma turistică European Best Destinations, la diferite categorii din cadrul acesteia.

Site-ul www.europeanbestdestinations.com este lider de piață în domeniul promovării turistice, având peste 8 milioane de vizitatori, conform informațiilor transmise de organizație. European Best Destinations prezintă și promovează peste 400 de destinații din Europa atât turiștilor din toată lumea, cât și profesioniștilor din mass-media și turism, cu o acoperire media care valorează, din 2009 și până în prezent, peste 130 milioane de euro, conform datelor transmise.

Având în vedere numărul extrem de mare al menționării municipiului Craiova în toate mediile de promovare și informare ca urmare a asocierii cu European Best Destinations din anii anteriori, corelat cu interesul crescut al turiștilor de a vizita Craiova și toate beneficiile social-economice directe și indirecte (inclusiv creșterea semnificativă a fondurilor de la bugetul local survenită din încasarea taxei hoteliere), ce decurg din aceasta pentru comunitate, mediul economic, cultural și autoritatea locală, considerăm oportună continuarea colaborării cu organizația European Best Destinations, partener oficial al Comisiei Europene prin rețeaua EDEN – European Destinations of Excellence, în vederea participării la cea mai importantă competiție internațională din domeniu - **„Best Christmas Markets in Europe 2026”**, unde își exprimă votul turiști din toată lumea.

Rezultatele finale se obțin în urma unei proces de votare, care se va desfășura până la finalul lunii noiembrie 2025, și la care au acces turiști și specialiști din toată lumea, inclusiv cei aflați în baza de date a organizației europene.

Taxa solicitată municipiului Craiova, pentru participarea la competiție este de 29.690 euro și va fi achitată în lei, la cursul valutar al băncii din data efectuării plății. Prin această modalitate, European Best Destinations estimează că orașul Craiova va beneficia, per total, de o promovare la nivel național și internațional care ar costa, individual, peste 1.6 milioane euro. Plata acestei taxe de participare nu garantează nicio recunoaștere sau un loc anume în clasamentul final, ci doar posibilitatea de participare a municipiului Craiova în această competiție internațională.

Suma necesară a fost prevăzută în Nota de fundamentare a Serviciului Imagine cu nr. 53250/17.02.2025 privind cheltuielile estimative necesare activităților din Municipiul Craiova pe parcursul anului 2025 – Reclamă și publicitate, Articolul 203001 și au fost alocate prin HCL privind aprobarea Bugetului de venituri și cheltuieli al Municipiului Craiova pentru anul 2025. Taxa de participare va fi achitată din sumele colectate la bugetul local din taxa hotelieră, având în vedere specificul acestei taxe, conform HCL 564/2024 și contribuind, astfel, la colectarea unor sume și mai mari la bugetul local ce urmează să provină din creșterea numărului de turiști.

În conformitate cu prevederile art. 129 alin. 2, litera b) din O.U.G. nr. 57/2019 privind Codul Administrativ, în conformitate cu prevederile art. 14 alin. 4 din Legea nr. 273/2006 – privind finanțele publice locale actualizată, conform prevederilor cuprinse în Nota de fundamentare a Serviciului Imagine cu nr. 53250/17.02.2025, privind cheltuielile estimative necesare activităților din Municipiul Craiova pe parcursul

anului 2025 – Reclamă și publicitate, Articolul 203001 și în conformitate cu HCL privind Bugetul de Venituri și Cheltuieli al Municipiului Craiova pentru anul 2025, propunem spre aprobare Consiliului Local al Municipiului Craiova următoarele:

1. Aprobarea participării Municipiului Craiova la competiția internațională „Best Christmas Markets in Europe for 2025- 2026” organizată de European Best Destinations.
2. Achitarea taxei de 29.690 euro, care va fi plătită în lei, la cursul de schimb valutar din ziua efectuării plății, practicat de banca comercială prin care se efectuează tranzacția.

**Director Executiv,
Direcția Relații Publice și Management Documente
Claudiu POPESCU**

Îmi asum responsabilitatea privind realitatea
și legalitatea în solidar cu întocmitorul înscrisului

Data:

Semnătura:

**Șef Serviciul Imagine,
Marina ANDRONACHE**

Îmi asum responsabilitatea privind
realitatea și legalitatea în solidar cu
întocmitorul înscrisului

Data:

Semnătura:

**Întocmit,
Eugen BARBU**

Îmi asum responsabilitatea pentru
fundamentarea, realitatea și legalitatea
întocmirii acestui act oficial

Data:

Semnătura:

**Control Financiar-Preventiv,
Daniela CREȚU**

MUNICIPIUL CRAIOVA
PRIMARIA MUNICIPIULUI CRAIOVA
Direcția Juridică, Asistența de Specialitate și Contencios Administrativ
Nr. 354686/21.10.2025

RAPORT DE AVIZARE

Având în vedere:

- Referatul de aprobare nr. 353089/20.10.2025;
- Raportul Direcției Relații Publice și Management Documente - Serviciul Imagine nr. 353100/20.10.2025 privind aprobarea participării Municipiului Craiova la competiția internațională organizată de European Best Destinations;
- Dispozițiile art. 14 alin. 4 din Legea nr. 273/2006 privind finanțele publice locale, actualizată, Nota de fundamentare a Serviciului Imagine cu nr. 53250/17.02.2025, privind cheltuielile estimative necesare activităților din Municipiul Craiova pe parcursul anului 2025-Reclamă și publicitate, Articolul 203001;
- Prevederile art. 129 alin.2, lit. b), alin. 14 și art. 196 alin. 1, lit. a) din Ordonanța de urgență nr. 57/2019 privind Codul Administrativ, cu modificările și completările ulterioare;
- Potrivit Legii nr. 514/2003, privind organizarea și exercitarea profesiei de consilier juridic,

AVIZAM FAVORABIL

Propunerea Direcției Relații Publice și Management Documente - Serviciul Imagine privind aprobarea participării Municipiului Craiova la competiția internațională „Best Christmas Markets in Europe for 2025- 2026” organizată de European Best Destinations.

Director Executiv,
Ovidiu Mischianu

Îmi asum responsabilitatea privind realitatea
și legalitatea în solidar cu întocmitorul înscrisului
Data: 21.10.2025
Semnatura:

Intocmit,
Cons.jr. Dana Mihaela Boșoteanu

Îmi asum responsabilitatea pentru fundamentarea, realitatea
și legalitatea întocmirii acestui act oficial
Data: 21.10.2025
Semnatura:

Subject: Fwd: Participation 🌟 "Best Christmas Markets 2026 – Voting Starts Soon!"

From: imaginecv@primariacraiova.ro

Date: 9/30/2025, 6:10 PM

To: Smdip <smdip@primariacraiova.ro>

----- Mesaj original -----

Subject: Participation 🌟 "Best Christmas Markets 2026 – Voting Starts Soon!"

Data: 2025-09-30 16:31

Expeditor: "Press - European Best Destinations" <press@europeanbestdestinations.com>

Destinatar: imaginecv@primariacraiova.ro

Dear Ms. Marina Andronache,

Please find attached our proposal for the selection of Craiova among the Best Christmas Destinations in Europe.

We stay available for any request.

Yours sincerely

Perrine Bertrand

[1]

European Best Destinations
Press & media - Perrine Bertrand

press@europeanbestdestinations.com

www.europeanbestdestinations.com [1]

-----Message d'origine-----

De: imaginecv@primariacraiova.ro

Envoyés: Tuesday, September 30, 2025 14:37

À : "Press - European Best Destinations"

<press@europeanbestdestinations.com>

Objet : Re: 🌟 "Best Christmas Markets 2026 – Voting Starts Soon!"

Hello,

We would like to participate at this year competition for Best Christmas Market. Please send us the offer for Craiova.

Thank you!

Best regards,
Marina Andronache
Craiova City Hall, Romania

În 2025-09-07 20:18, Press - European Best Destinations a scris:

SUBJECT: 🎄 Official Launch – Best Christmas Markets in Europe 2026



Dear Destination Managers,

Christmas is coming – and it's already our most visited content since July! Travellers worldwide are preparing their holidays, and we are delighted to inform you that YOUR DESTINATION HAS BEEN SELECTED to be promoted to an exceptional audience of +420 MILLION TRAVELLERS.

This includes not only the leading travel platform EUROPEAN BEST DESTINATIONS, but also our prestigious media partners (FORBES, CONDÉ NAST, and others)... and now, a growing visibility across A.I. TOOLS that are shaping how travellers search and book their trips.

📎 Please find attached:

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The OFFICIAL VOTING FILE

*

VOTING DATES

*

VOTING LINKS

*

OFFICIAL LOGOS

📅 IMPORTANT DATES:

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Voting opens on 20TH NOVEMBER AT 00:00:01 (midnight, CET). At that moment, the result page of last year will transform into a voting page.

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Voting closes on 27TH NOVEMBER AT 12:00 (NOON, CET).

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The official results will be published on 27TH NOVEMBER AT 16:00 (CET), followed immediately by global media coverage.

The official PRESS RELEASE with all results will be available on European Best Destinations, alongside your logos. And if your destination is among the winners, a TROPHY will soon be on its way – the perfect Christmas gift for your organizers. 🏆

This year the competition is WIDE OPEN: as always, we have refreshed the list. Past awarded destinations such as Zagreb, Strasbourg, Gdańsk, and Budapest are not included in this edition – giving every participant a real chance to shine.

Whatever the outcome, being selected already places you among the VERY BEST CHRISTMAS MARKETS IN EUROPE (out of 3,486 MARKETS taking place across the continent each year) – and guarantees MASSIVE VISIBILITY

in the media, online, and on AI platforms.

We wish you the very best for this edition. Please feel free to reach out if you need anything: this is the PERFECT OPPORTUNITY to showcase the unique magic of your Christmas Market and to make it a must-visit destination this festive season.

With warm regards,

PERRINE

[1]

European Best Destinations
Press & media

press@europeanbestdestinations.com

www.europeanbestdestinations.com [1]

Links:

[1] <http://www.europeanbestdestinations.com/>

Links:

[1] <http://www.europeanbestdestinations.com/>

— Attachments: —

Craiova Proposal Christmas Selection Membership Competition FEE.pdf

4.7 MB

Craiova Best Christmas Markets in Europe

"Chatgpt Can you give me a list of the most beautiful or recommended Christmas markets in Europe?"

Certainly! Many of the most beautiful and recommended Christmas markets in Europe have been highlighted in recent years by trusted sources such as **European Best Destinations**, **Forbes**, **Condé Nast Traveler**, and **National Geographic**. Here is a curated selection of top-rated Christmas markets that consistently attract millions of visitors and international media attention:

📍 1. Craiova (Romania)

One of Europe's best-kept secrets, Craiova has emerged in recent years as one of the most magical and creative Christmas markets in Europe. Featured by *Forbes* and *European Best Destinations*, Craiova blends traditional Romanian charm with dazzling light displays, a fairytale ice rink, and family-friendly attractions in a festive wonderland setting.

📍 2. Budapest (Hungary)

Vörösmarty Square and Basilica markets offer a stunning setting with crafts, light shows, and traditional Hungarian cuisine — a must-visit during the holidays.

📍 3. Strasbourg (France)

Often referred to as the "Capital of Christmas," Strasbourg hosts one of the oldest and most atmospheric markets in Europe, dating back to 1570.

📍 4. Basel (Switzerland)



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CHRISTMAS MARKET IN CRAIOVA

Romania



Hotels in Craiova



More than 420 million of travellers are discovering through the years the Best Destinations in Europe on www.europeanbestdestinations.com and media partners such as Forbes USA, National Geographic, Condé Nast, Yahoo, Corriere Viaggi, SoSoir, Cosmopolitan,... and +800 millions **on A.I. tools as Gemini and Chatgpt.**

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The 20 Best Christmas Markets In Europe, Budapest At The Top, By European Best Destinations

Cecilia Rodriguez Senior Contributor @

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Dec 7, 2023, 02:10pm EST

X

in



Budapest Christmas Market and Advent Feast in front of St Stephen's Basilica. People along the ... (4) GETTY

Based on a record 600,000 votes by travelers from 168 countries worldwide, the **European Best Destinations (EBD)** organization has unveiled its list of "the most beautiful Christmas markets to visit 2023-24."

More than ever, travelers seem to be attracted to new Christmas destinations and have selected Hungary's **Advent Feast at the Basilica in Budapest** as their favorite, making it the most-awarded Christmas destination in this ranking.

Other lists of best Christmas festivities in Europe by EBD to help guide your decisions if you're planning to travel there to finish this eventful 2023:

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- Metz in France, selected Best Christmas Market for families;
- Poznan in Poland has the Most Beautiful Christmas Ice Rink;
- Riga in Latvia has the Most Authentic Christmas Market;
- Valkenburg in the Netherlands has the Best Christmas Parade;
- Asti-Govone in Italy has the Best Romantic Christmas Market;
- Madeira in Portugal has the Best Sunny Christmas Market.

With this fourth nomination, it surpasses Zagreb, which previously had three awards in a row.

Craiova, in Romania, took second place, making it "probably the one with the biggest growth in popularity," according to EBD. Craiova also was awarded the Most Beautiful Christmas Tree in Europe title by voters.

MORE FROM FORBES

Europe's Best Christmas Markets For 2023: Number One Is Budapest

By Joanne Sharvell

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Best High-Yield Savings Accounts Of September 2023

By Kevin Payne Contributor

Best 5% Interest Savings Accounts of September 2023

By Cassidy Horton Contributor

Forbes

1. Budapest, Advent Feast At The Basilica



Advent Feast at Budapest's Basilica (80)

For the fourth time, Budapest's Christmas market has been chosen Best Christmas Market in Europe, after winning in 2023, 2021 and 2019.

With the slogan "Where love takes your hand," the Advent Basilica, Budapest's uniquely beautiful Christmas fair, opened its doors on November 17, 2023, and closes on January 1, 2024, in front of St. Stephen's Basilica on one of the most impressive squares of the Hungarian capital.

True to tradition, it promises a unique festive atmosphere with some 100 domestic craft exhibitors, real gastronomic adventures through traditional Hungarian dishes, an ice-skating rink, a heartwarming musical and charity events among its programs.

2. Craiova, Romania



3. Metz, France



Christmas market in Metz, France (160)

Metz is on the podium of the Best Christmas Markets in Europe for the second time. This Christmas destination has also been awarded the title of Best Christmas Market for Families and Best Christmas Market in France.

Get into the spirit of the festive season and enjoy the Christmas markets on the city's main squares. Find hand-crafted gifts in the Christmas pyramid and taste the finest gingerbread around.

Rise above the rooftops on the City Skyliner, then warm up cold hands around a mulled wine or hot chocolate.

Next to the Cathedral, the big wheel adds to the leisure activities for young and old, while the taste of Christmas is ready at the gourmet food market on Place de la Comédie.

4. Poznań, Poland



VEJA TAMBÉM: 26 bebidas de R\$ 85 a R\$ 16 mil para presentear e impressionar no Natal

Veja, na galeria de fotos a seguir, os 20 melhores mercados de Natal da Europa 2022:



Reprodução/Forbes

6. Craiova, Romênia

Presente pela primeira vez na competição dos Melhores Mercados de Natal da Europa, Craiova é o mercado de Natal romeno mais bem classificado.

Para respeitar as medidas de distanciamento social, as autoridades da cidade espalharam os vários eventos natalinos – mercados, apresentações musicais, oficinas criativas e barracas de comida – por diferentes partes da cidade. Com sua iluminação mágica (mais de um milhão de lâmpadas LED), o mercado de Natal de Craiova não é apenas um dos melhores da Europa, mas também o melhor destino de luzes natalinas na Romênia.

A praça Mihai Viteazul, em frente à Prefeitura de Craiova, foi transformada em uma pista de patinação no gelo sob uma magnífica árvore de Natal. Na praça Shakespeare, as especialidades culinárias romenas se misturam aos food trucks, rodeados de atrações de parque de diversão e jogos para crianças.

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Baixe o app da Forbes Brasil na Play Store e na App Store.

Tenha também a Forbes no Google Notícias.



Thanks to this promotion Craiova was even promoted among the Best Christmas Markets in Europe all over the world.
as well as among the Best Easter Destinations in Europe:

Top 10 Best Destinations For Easter In Europe

- 1 Vienna, Austria
- 2 Craiova, Romania
- 3 Madeira, Portugal
- 4 Zagreb, Croatia
- 5 Athens, Greece
- 6 Edinburgh, Scotland
- 7 Paris, France
- 8 Seville, Spain
- 9 Zurich, Switzerland
- 10 London, UK



Top 10 Best Destinations For Easter In Europe

99 0 Chia sẻ 37 Error

Easter is an important event for European and one of the best times for a family trip. Easter in Europe is also the time when the sun shines again, the days ... [read more...](#)

1 2 3 4 5 6 7 8 9 10

1 Vienna, Austria

The charm of **Vienna**, the capital of Austria, is apparent all year long, but it really comes alive at Easter. Due to its excellent safety record, warm welcome, and vibrant Easter celebrations, **Vienna** is highly well-liked by tourists. You may get a personal understanding of history and culture as it becomes an outdoor museum during Easter.

Spring is a wonderful time to visit some of **Vienna's** excellent museums, such as the Art History and Belvedere Museums, or just to stroll through the blossom-covered boulevards. You can explore Schönbrunn Palace, listen to Mozart's piano concertos in the Golden Hall of the Musikverein, or simply wander through the city's numerous Easter markets.

Discover a range of artisanal goods, crafts, and regional cuisine by visiting one of the capital's three most well-known Easter markets, which are Ostermarkt Freyung, am Hof, and Schloss Schönbrunn. Of course, don't forget to get yourself some Easter eggs! Get some gorgeous, hand-painted eggs from those three Easter markets above that are ready to hang on your Osterbaum (Easter tree). Travel advice:

2 Craiova, Romania

Springtime in Craiova, Romania is like a flowering garden. Especially around Easter, Craiova's parks, gardens, and public places feature the most breathtaking sceneries and incredible blooms. Numerous urban regeneration projects are ongoing at this time of year in Craiova's Botanical Garden, Nicolae Romanescu Park, and along its main thoroughfares.

The Romanescu Park is a 100-hectare park that is situated in Craiova's southern region. It is one of the biggest parks in Europe, and every spring, hundreds of thousands of gorgeous, vibrant tulips and other flowers blossom there, making the most stunning scenery in the city. There is a well-loved zoo inside the park that offers many activities and events for children and families. The Botanical Garden is another landmark in Craiova that has everything needed for a relaxing day in the great outdoors. It welcomes tourists in the spring with stunning floral paintings and intriguing and enigmatic wood sculptures dotted around the grounds.

Visitors to Craiova can also spend their time at events like the Easter Fair, which has become a tradition in the city and is held annually in the central area. At the Easter Fair, visitors can find traditional seasonal goods, handmade goods from local and regional producers, workshops, pony rides for kids, a carousel, a children's train, and other attractions.



Romanescu Park - www.europeanbestdestinations.com



Photo: Needpix.com

Europe's Top Vacation Spots For The Easter Holidays

Easter is a significant holiday for children in Europe. They have heard that Rome is the starting point for hundreds of enormous bells carrying chocolate eggs that travel around Europe to deposit their eggs in different countries. A myth claims that if you pull a funny face when the bells are in the sky directly over your head, you will be cursed with a funny face for the rest of your life.

Easter in Europe coincides with the return of bright days, the blooming of flowers, and the beginning of longer, warmer days. Spend your Easter vacation in some of Europe's most beautiful places.

1. Craiova, Romania



When spring arrives in Craiova, the city is in full bloom. Once upon a time, Craiova was regarded as the center of the Romanian aristocracy in the country's southern region. Nowadays, Craiova has some of the most stunning scenery and spectacular flora in its parks, gardens, and public places. Numerous initiatives for urban revitalization are now being carried out at the Botanical Garden, Nicolae Romanescu Park, and the principal boulevards in Craiova during the winter and spring seasons, respectively.

Romanescu Park, one of the biggest parks in Europe and regarded among the most attractive city parks in Europe, is home to hundreds of thousands of stunningly gorgeous and vibrant tulips and various other types of flowers. At the beginning of the 20th century, French architect Édouard Redont was responsible for designing Romanescu Park. In 1900, the park was awarded the gold medal at the Paris Universal Exhibition for its outstanding design. It is situated in the southern section of Craiova and has a total area of around one hundred hectares. The overabundance of flora encircles everything, including significant reliefs, alleys, springs, water mirrors, waterfalls, a lovely castle, a suspended bridge, the hippodrome, a velodrome, a pier, and a zoo. All of these features can be found inside the park. A cake store featuring pastries in the shape of animals or frosted with pictures of animals will open this year within the zoo as a new attraction for children and visitors. This new attraction is going to be called Zoofetaria.

2. Vienna, Austria



Estimated 3-Year Impact of Craiova's Selection among the "Best Christmas Markets in Europe" (2022–2024)

1. International Media Exposure & Branding

Thanks to its three-year inclusion and continued presence on *European Best Destinations*, Craiova has benefitted from exceptional media visibility across Europe and beyond.

- **Cumulative Media Reach (EBD + Partners):**

~**800 million views** across articles, social posts, and rankings over 3 years

(including features in Forbes USA, Condé Nast Traveler, National Geographic, Yahoo, El País, The Guardian, CNN, MSN, and hundreds of travel blogs and influencers)

- **Estimated Media Value:**

~**€10–15 million** in earned media coverage

(based on average CPM equivalents for premium digital and print outlets)

- **Google Visibility:**

Sustained first-page rankings for queries such as *Best Christmas Markets in Europe*, *Christmas Craiova*, *Romania Christmas trips*, etc.

- **Social Media Engagement:**

Over **1.2 million interactions** (likes, shares, comments) across EBD & media channels related to Craiova's Christmas content

2. Tourism Impact & Visitor Growth (Winter Seasons Only)

- **Incremental Tourist Arrivals (November–January):**

~**170,000 to 250,000 additional visitors** over 3 years, directly linked to the media exposure and label visibility

- **Estimated Visitor Spending:**

Avg. spend of **€180–€220 per visitor** (accommodation, meals, transport, souvenirs, local events)

- **Total Direct Economic Benefit:**

~**€35–50 million** in visitor spending between 2022 and 2024

(including domestic and international travellers who chose Craiova over other destinations due to its Christmas market label)

3. Public Revenue & Economic Ripple

- **Tourist Tax Revenue:**
~**€300,000 to €500,000** in additional revenue for the city through tourist taxes and parking fees
 - **Local Business Boost:**
Major increase in December turnover for hotels, restaurants, artisans, taxis, cultural venues, and seasonal staff
 - **Job Creation:**
Sustained seasonal employment for an estimated **150 to 300 people/year**, from event organization to hospitality services
-

4. Long-Term Destination Positioning

- Craiova is now firmly positioned as **Romania's leading Christmas destination**, on par with international festive capitals.
- Significant **increase in return visitors**, especially from Romania, Poland, Hungary, Bulgaria, Germany and Italy.
- Positive **impact on city pride, local cohesion**, and its attractiveness for EU cultural funding and tourism partnerships.

Discovering the Best of Europe

AND THE GIGAN DODS ARE...

THE BEST CHRISTMAS MARKETS IN EUROPE IN 2023 ACCORDING TO TRAVELERS

The European Best Destination platform has presented its list of the best European festive markets, voted by users.

With the arrival of cold weather, [Christmas markets](#) begin to fill the streets and squares of European cities with wooden booths, Christmas carols, and the smell of mulled wine. [National Geo](#) anticipated the event and in September it already published its [proposal](#) to discover the most beautiful in Europe. The winners appear, and this 2023 [Ranking](#) once again puts the list of the best Christmas markets in Europe. From least to most, these are the ten most beautiful on the continent.



MADEIRA, PORTUGAL (27,984 VOTES)

Throughout December and until January 6, the islands of Madeira and Porto Santo and its main port, Funchal, are the main city of the Portuguese archipelago. Its capital Funchal is a true Christmas destination. Amongst others, as they have just flowers and seasonal gastronomic products, as well as performances by folk groups, although there is also no shortage of carols or Christmas lights and decorations.



METZ, FRANCE (52,830 VOTES)

The ruins of the fortress, the beer wheel and the ditches are the hallmarks of the Metz market, where you can find local products. Metz in Moselle during the Christmas season (November 24 - December 20), in fact, this town in the northeast of France welcomes not only thousands of visitors to its market, but also visitors, bringing with it festive lights, mulled wine, carols, and local products. Metz is a [must-see](#) for [Christmas](#) in France.



CRAIOVA, ROMANIA

(60,404 VOTES)

The best of Romania's Christmas market finds its home corner in Sibiu: Sibiu Square, in front of the Craiova City Hall, open from November 17th.



GOVONE AND ASTI, ITALY (31,761 VOTES)

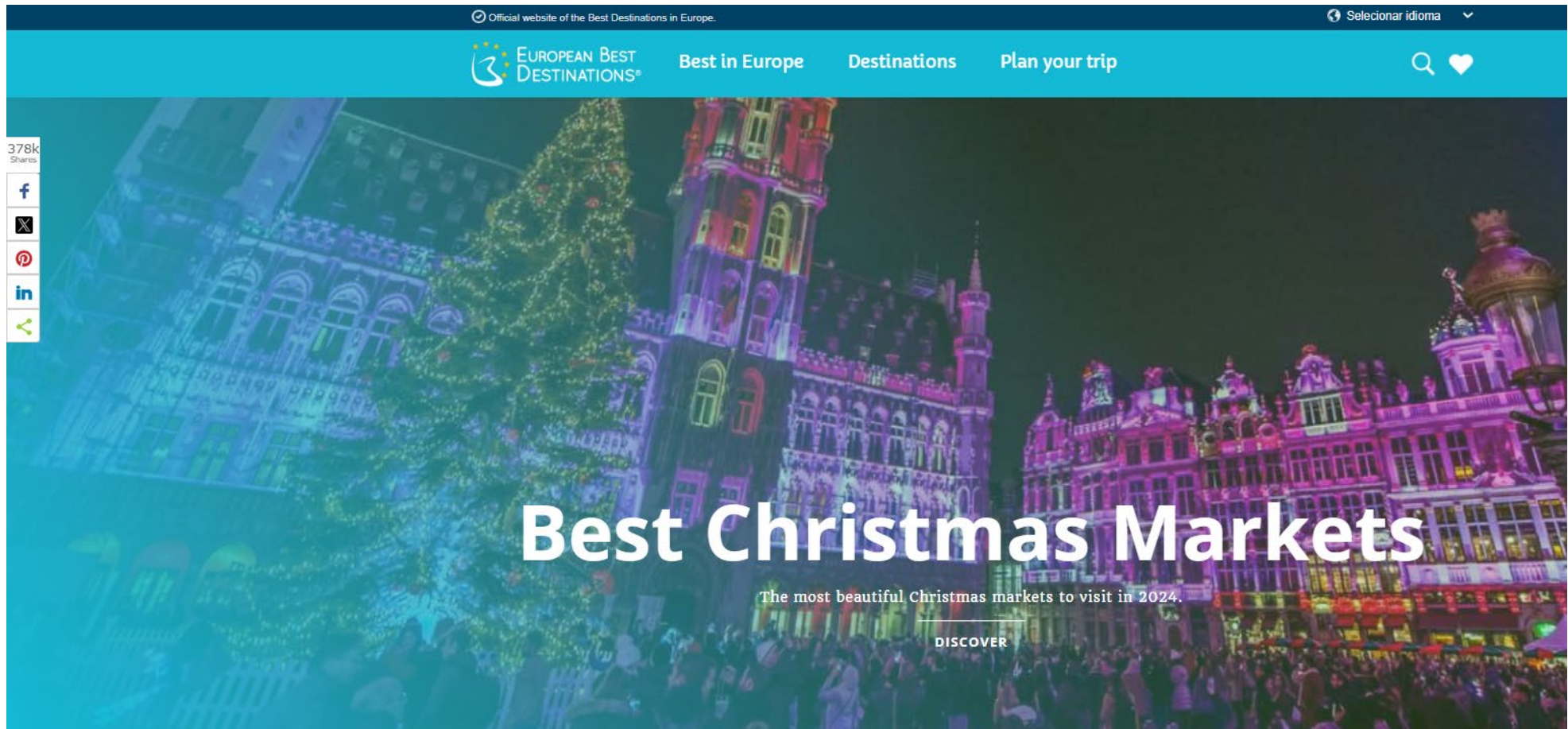
The best Christmas market in Italy comes into the world's top 10 with the [Magia della Festa](#) which every year for the streets of the small town of Govone, in Langhe Roero (Piedmont), with customers and magic. Among the many lights, the Christmas market with stalls of products selected from all over Italy, a street food area and a wine shop, where visitors can taste the [local products](#) until December 17. A magical show-Robert de Santa Clara.



RIGA, LATVIA (38,924 VOTES)

The Riga Christmas Market, located in Domo Square, in the heart of the Old City, has returned between December 3 and January 1 with wooden houses and magnificent lighting that has earned it the award for "Best lighting Christmas of Europe". Riga has also celebrated the magic of "Europe's Most Authentic Christmas Experience". A walk through Domo Square.

The result page with Craiova has been **shared more than 1,249,000 times on social networks** since the first participation of Craiova to this competition.



Craiova is also promoted through different aspects of its cultural, historical, gastronomical offers as well as through its quality events, institutions, museums.

The promotion of Craiova is different thematics and rankings is made by the EBD team and it is based on the offer of Craiova and the voting of travellers during open competitions as well as on a panel of travellers throughout the year.

Your destination meets its audience precisely because of the quality of your offer. Hotels, restaurants, citizens, traders, the City Hall, everyone participates in the international attractivity of Craiova.

Geneva is one of the Best European Christmas Markets!

Geneva has proudly secured 3rd place of the podium among Europe's Best Christmas Destinations and has been honoured with the prestigious title of Best Christmas City Break 2025. Sparkling chalets, festive treats, and a stunning lakeside setting—Geneva is pure Christmas magic.



Travellers' interest for your destination is even stronger. **Craiova's dedicated page is for the 2nd year in a row the most visited page for a Romanian destination** on European Best Destinations and among the 10 most booked destinations for Christmas on European Best Destinations (among the 20 most booked past year). As a labeled destinations awarded in an open competition, Craiova is published, even during the year, in prestigious media such as Condé Nast, as one of the Best Christmas Market in Europe.

The best Christmas markets in Europe in 2025

The objective: to find the best Christmas markets in Europe. This is the arduous challenge that European Best Destinations sets itself every year. This year, the ranking of the best Christmas markets in Europe is led by Gdansk (Poland), which received 92,283 votes, making it the best Christmas market in Europe.

The silver medal went to Craiova (Romania) with 91,024 votes and the bronze went to Geneva (Switzerland) with 59,988 votes.

In this edition, 753,382 people from 152 countries participated (compared to 593,992 in the previous edition), casting their votes online.

Here is the complete list.



Getty Images

2. Craiova (Romania) : Europe's largest and most beautiful Christmas market - 91,024 votes

This is the third year that Romania has climbed onto the podium of the best Christmas markets in Europe (revalidating its position from the previous edition).

With a fascinating location between the Carpathians and the Danube, Craiova is one of the most unknown and beautiful destinations on the Old Continent, and here, Christmas is the closest thing to a fairy tale covered in white.

Craiova has been recognized during the past years among the Best Easter Destinations, Best City Parks in Europe, Best Work of Art to be seen in Europe – Best Museums - Brancusi,...

The recognition of Craiova in one or different ranking is independently made and based on the votes of travellers. While we can not secure the position of Craiova in such rankings the promotion of Craiova is secure on its dedicated page (that can be updated at any moment of the year without any extra costs with videos, texts, pictures, top things to do in Craiova) as well as through its Christmas Page (promotion on a dedicated page as well as in the navigation menu of the Christmas Destinations).



Tonči Glavina, Minister of Tourism and Sport, Republic of Croatia

*"Being named **Best Country to Visit in Europe** by European Best Destinations was a turning point for Croatia's international positioning. The visibility generated across top-tier global media like Forbes, Condé Nast Traveler, and National Geographic—combined with the **prestigious award ceremony at ITB Berlin**—strengthened our brand like never before. In an increasingly competitive global travel market, this recognition brought us a powerful advantage: **more trust, more bookings, more visibility** in AI tools, and long-lasting value for our economy and tourism sector."*



MILANO ALL NEWS

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POSTED ON [10 APRILE 2023](#) BY [MILANO.ZONE](#)

European Best Destinations: Romania's Craiova tops list of cities to visit for Easter

Craiova has been named the Best Easter Destination in Europe. The Romanian city tops the list published by the European Best Destinations, which invites readers to discover the city's "fantastic world of Alice in Wonderland."

"Craiova in spring..."

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Home present

**Craiova, designated European Best
Easter Destination**

Author: [Carmen Iure](#)
Posted on April 8, 2023
339 views

Craiova was designated European Best Easter Destination. In the ranking drawn up by a profile website, Craiova is followed by Vienna and Zagreb.

According to [europeanbestdestination.com](#), the ranking of the best Easter destinations is led by Craiova, followed by Vienna, Zagreb, Rome, Prague, Colmar, Madeira, Edinburgh, Milan and Valletta.

"This year discover the fantastic world of Alice in Wonderland in the best Easter destination in Europe! Craiova literally blossoms in the spring. Once considered the capital of the aristocracy in southern Romania, Craiova now offers the most beautiful landscapes with amazing flowers in parks, gardens and public spaces. During the Easter and spring period, numerous urban regeneration projects take place in the Nicolae Romanescu Park", it is stated on the website of the competition.

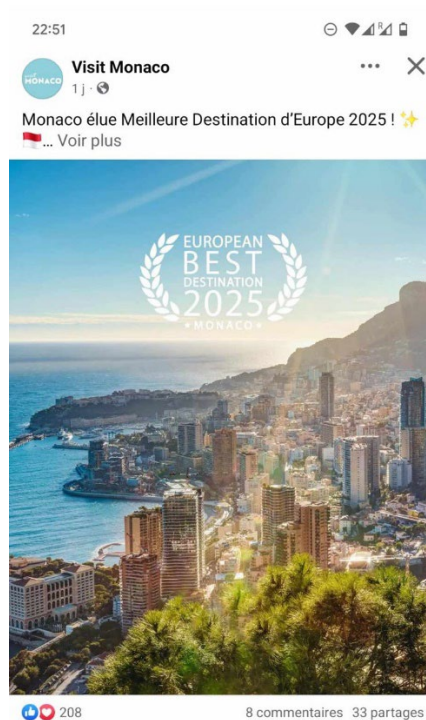


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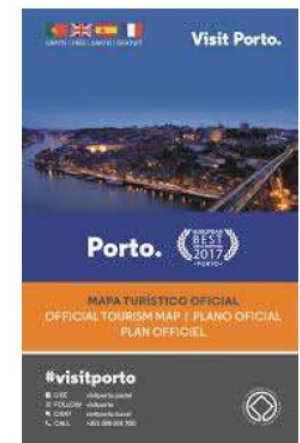
Since 2009, European Best Destinations, in partnership with the EDEN network (European Commission's destinations awarded for sustainable tourism) as well as more than 400 partner tourism offices, has been promoting tourism and culture in Europe to millions of travellers, media and tourism professionals.

OUR ACHIEVEMENTS

Over the past fifteen years we have been offering travellers from all over the world the opportunity to discover Europe through hundreds of destinations promoted on our site. For the 13rd consecutive year it has remained the first/most visited travel site dedicated to tourism in Europe. We are also first with around one hundred themes.



EDEN General Assembly in Romania



MEDIAS

European Best Destinations' publications are published in major international media, allowing us to offer destinations visibility for their market but also new markets in Europe and outside Europe. EBD is regularly published in Forbes, National Geographic, Geo, Lonely Planet, Condé Nast Travelers, Yahoo, Corriere Viaggi, Huffington Post.

The destinations are promoted to an audience of nearly 8 million of travellers but also media and tourism professionals with a media coverage worth more than 130 million of euros since 2009.

Condé Nast
Traveler

HUFFPOST

TRAVEL+
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VOGUE

 **Courrier**
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INDEPENDENT

 **lonely planet**

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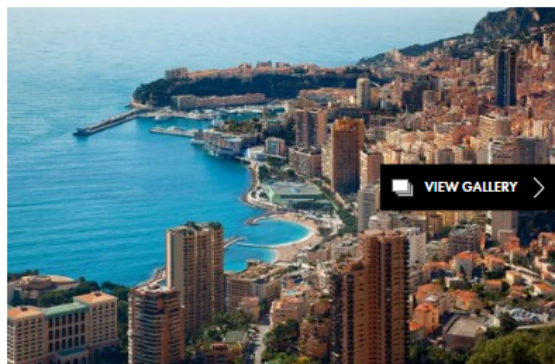
We work, among others, with Milan, Florence, Bilbao, San Sebastian, Bordeaux, The Azores, Bruges, Alpe d'Huez, Vienna, Dresden, Leipzig, Monte Isola, Hvar, Dubrovnik, Madeira, Brussels, Helsinki, Riga, Athens, Kotor, Zermatt, Verbier, Budapest, Tallinn, Prague, Bern, Basel, Manchester, and much more.

She > Culture > Escape



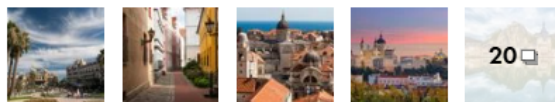
Here are the best destinations to travel to in Europe in 2025

Published on February 18, 2025 at 4:02 p.m.



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Monaco - JOHN KELLERMAN / Alamy / Abaca®



20

TO SAFEGUARD

The European Best Destinations website has defined its ranking of the 20 best destinations in Europe in 2025. This year, France stands out by occupying several places in the ranking.

VIEW GALLERY >

Looking for a romantic or cultural city break? Travel organizer [European Best Destinations](#) has shared a ranking of the 20 best destinations in Europe in 2025. A list initiated with the help of the vote of 1.2 million travelers from 158



À qui faire un don ?
A chaque don son action

Internet users elect the "Best Destinations in Europe in 2022"

Europe FOLLOW THIS TOPIC



If you want to go on vacation in Europe, here is a ranking that could give you ideas. Nearly 530,000 travelers voted to choose their favorite destination in Europe. The city of Amiens, in France, comes 3rd.

© BBC CLIPPA - 1 Photo on 02/14/2022 at 13:51 p.m. - Updated 02/15/2022

SAVE ARTICLE Share on: f t e

What is the best destination to go to in Europe in 2022? In order to answer this question, the specialized site [European Best Destinations](#) organized a competition from January 20 to February 10. 528,069 travelers from 182 countries voted (2 votes maximum per traveler), in order to decide between the 20 destinations selected from a list of more than 400 places across Europe.

And the results have just come in. With 75,642 votes, it's Ljubljana, in [Slovenia](#), which is by far in the lead. This small European capital, which has only 293,000 inhabitants, is particularly known for its many students and its "green soul".

Then we find Marbella, a seaside resort in southern [Spain](#), on the Costa del Sol, with 61,401 votes. Enjoying a pleasant climate all year round, this city seduces with its beautiful beaches, its gastronomy, its historic old town, and its famous Port Bani, with its luxury cars and shops, and its yachts.



And the podium is completed by [Amiens](#), with 58,114 votes. It should be noted that this city in the north of France is the favorite destination of the Chinese (3% of the votes in favor of Amiens come from China). But that's not all. Amiens also won the title of "Best Family City Break in Europe", and its "Les Hortillonnages" park has been voted "Most beautiful city park in Europe".

Top 20 Best Destinations in Europe in 2022:

1. Ljubljana (Slovenia)
2. Marbella (Spain)



Liubliana, Eslovenia

Liubliana se ha hecho con el primer puesto del listado, y es que es una ciudad para curiosos y aventureros. La capital verde de Eslovenia invita a visitarla a todos aquellos sedientos de cultura, arte, entretenimiento y grandes áreas verdes donde relajarse.



RomanBabich / ISTOCK

La ciudad optó por un centro histórico peatonal, donde podrás toparte con una boutique de moda o una tienda tradicional, un restaurante de moda o una acogedora cafetería.

Marbella, España

La capital del sol en Europa, Marbella es el destino preferido de los viajeros que buscan relajación, compras, hoteles y restaurantes refinados, pero también artesanía local, golf, actividades al aire libre y deportes.



Puerto Banús | Dexplot / ISTOCK

Recarga tus energías en la playa de Puerto Banús, considerada como una de las playas más hermosas de España. Y al mediodía, deleita tu paladar en un restaurante con estrella Michelin o en un bar de tapas en el centro histórico de la ciudad.

artículo local, golf y actividades al aire libre". No se olvide de que también ofrece "a servicios digitales, deportes, gourmet, empresas e inversiones".

"Marbella destaca en turismo sostenible y responsable de muy alta calidad y es un ejemplo de buena práctica a nivel europeo", concluyen.

SECCIONES

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Bengal Tandoori

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"EUROPEAN BEST DESTINATIONS"

Marbella, distinguida como ciudad más exclusiva y prestigiosa de Europa 2022

La ciudad eslovena de Ljubljana ha superado a la ciudad marbellí como mejor destino del continente - La alcaldesa cifra en dos millones de euros el impacto promocional que tendrá la ciudad durante este 2022

EFE

Marbella | 30-02-22 | 21:54

Double Serum Eye
63,90 €

Double Serum 30ml
79,65 €

Vitaminizing Facial Oil
54,30 €

Total Eye Contour Care
54,20 €

Marbella ha logrado el reconocimiento como la ciudad Más Exclusiva y Prestigiosa de las 20 localidades finalistas en el certamen de la web "European Best Destinations" (Mejores Destinos Europeos), donde ha quedado segunda como Mejor Destino Europeo, con 61.401 votos, detrás de Ljubljana (Eslovenia).

Con estos reconocimientos, que otorga esta web de viajes belga en asociación con la plataforma de intercambio de buenas prácticas en materia turística de la Comisión Europea, "Eden Network", los visitantes valoran aspectos como la calidad de vida, el clima, la gastronomía, la oferta de ocio, la salud o las compras.

Top 20 of the "Best destinations in Europe" to go on vacation in 2022



Slovenia, Spain or even France, the specialized site European Best Destinations has unveiled the 20 most popular destinations in Europe. Destinations that will give you some ideas for your next vacation...

A competition was organized from January 10 to February 10 by the specialized site European Best Destinations. The goal was to select the ratings of the different participants in order to know the popular places in 2022. After taking into account the results of the 138,849 evaluations from 182 different countries, the platform was able to determine the 20 most popular destinations in Europe among a list of 400 places.

Read also: What are the 5 most popular destinations of 2022?

THE TOP 3, CONSISTS OF...

In first position of the ranking, we find with 72,642 votes, Ljubljana in Slovenia, a small European capital with only 292,000 inhabitants, known for its large green spaces.

In second place, heading for Spain, in Marbella. This seaside resort in southern Spain won a total of 61,401 votes. On the program: beaches as far as the eye can see, luxury shops and yachts, a real pleasure.

Finally, to complete the podium, Amsterdam France with 58,114 votes. The popularity rating of this northern city amounts to 58,114 votes. It would also be the favorite destination of the Chinese. Indeed, 2% of their votes would go to this city.



MARBELLA (SPAIN)



For travelers looking for relaxation and sun, Marbella is the ideal destination. Shopping, hotels, fine restaurants: this destination promises to make you dream. An ideal place to recharge the batteries.

ABC TOP

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The 20 fashionable European destinations this year (the second is in Spain)

Marbella occupies the second position in the list prepared each year by European Best Destinations based on the votes cast on the internet.



2 ABC Travel

Updated 02/15/2022 17:55h

Related

The 2022 destination lists is a classic of these dates, as we have commented on other occasions. The New York Times, CNN or Lonely Planet do it, to name three references in the sector. This list that we are commenting on today, organized by **European Best Destinations**, a European tourism promotion company created in 2009, has the peculiarity that it has been drawn up with 528,069 votes from 182 countries (56% of the votes were European). 20 destinations always participate in the final vote, and the classification was made public on February 10.

The top is headed by **Ljubljana**, Slovenia, which was the European Green Capital of 2016 and which has managed to spread that reputation as a pedestrian historic center, a large green space per person, ecological alternatives to mobility and, after all, sustainable development.

It had 75,642 votes.

In second position is **Marbella**, a possible European sun capital, with 61,401 votes. European Best Destinations praises the work of this city to attract digital nomads, athletes, gourmets, companies and investors. "Marbella's warm microclimate and year-round sunshine make it a paradise for outdoor sports. This sunny destination also ranks first among the most prestigious and exclusive destinations in Europe. Another Spanish city appeared on the CNN list: Valencia. And the

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Angel Munoz - Mayor of Marbella

Thanks to this recognition the **occupancy rate in our hotel is this year 2024 the highest** since 22 years. We have attracted much more high purchasing power travellers and the price per room (RevPAR) moved from 188 euros to 234 euros. Tourist growth and **tourist revenues growth of 17,3%**.



Petra Stusek - Visit Ljubljana Director

As a result of that title, **Ljubljana received international promotion** worth of more than **EUR 10 million**, while the promotional value of being named the Best European Green Capital in 2021 was estimated at EUR 1.6 million. »



Pawel Moras - Warsaw Tourist Board Director

A year ago, Warsaw won the prestigious competition for the European Best Destinations, which has led to **significant increase in visits of tourists and media representatives**. Up to December 2023, a total of **3,656 publications appeared in press, radio, television, and social media**. They reached over 60 million viewers, including in the United States, Spain, Germany, Mexico, and Australia.

The estimated advertising equivalent amounted to 15.5 millions

MALAGA

Marbella (Málaga) breaks hotel occupancy records with more than 80% in June and an increase in the US market



A golf course in Marbella.
- MARBELLA CITY COUNCIL

Europa Press Andalusia

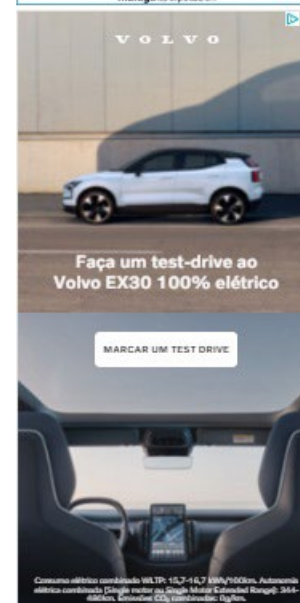


Published: Sunday, July 28, 2024 1:55 PM
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MARBELLA (MALAGA), July 28 (EUROPA PRESS) -

The city of Marbella (Málaga) has broken records in June with 80.96% hotel occupancy, a period in which there has also been significant growth in the US market, which has become the second largest source country after the United Kingdom and surpassing Germany, France and Ireland.

The general manager of the department, Laura de Arce, has stressed in a note from the City Council that "these positive results reflect the strength of the destination and the effectiveness of the strategies implemented to attract and retain visitors." "The city has obtained the best occupancy data since 2005, exceeding the results of 2023 by more than eight percentage points and improving the historical record of 2019 by almost two points," she stressed while assessing that "these figures confirm not only a high influx of tourists but also a greater demand for accommodation in the city."



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Join the New Era of Visibility

Artificial Intelligence is rapidly changing how travelers discover destinations. Today, millions no longer search — they ask. And the A.I. answers only with a limited list of trusted, high-authority sources.

Is your destination among them?

At European Best Destinations, we make sure it is.

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- **A.I. tools like ChatGPT, Google SGE, Perplexity, and Bing AI already guide the travel decisions of over 800 million users.**
- **They rely on source authority and curated, structured content — not ads, not keywords.**
- **If your destination is not part of the "reference ecosystem," it may simply not appear at all.**

EBD puts your destination at the right place, at the right time, in the right language.

"Chatgpt Can you give me a list of the most beautiful or recommended Christmas markets in Europe?"

Certainly! Many of the most beautiful and recommended Christmas markets in Europe have been highlighted in recent years by trusted sources such as **European Best Destinations**, **Forbes**, **Condé Nast Traveler**, and **National Geographic**. Here is a curated selection of top-rated Christmas markets that consistently attract millions of visitors and international media attention:

🌲 1. Craiova (Romania)

One of Europe's best-kept secrets, Craiova has emerged in recent years as one of the most magical and creative Christmas markets in Europe. Featured by *Forbes* and *European Best Destinations*, Craiova blends traditional Romanian charm with dazzling light displays, a fairytale ice rink, and family-friendly attractions in a festive wonderland setting.

🌲 2. Budapest (Hungary)

Vörösmarty Square and Basilica markets offer a stunning setting with crafts, light shows, and traditional Hungarian cuisine — a must-visit during the holidays.

🌲 3. Strasbourg (France)

Often referred to as the "Capital of Christmas," Strasbourg hosts one of the oldest and most atmospheric markets in Europe, dating back to 1570.



🌲 4. Basel (Switzerland)

What EBD Offers in the Age of A.I.

✓ Inclusion in the Most Trusted Travel Rankings in Europe

(With exclusive SEO structure and A.I.-ready formatting)

✓ Content referenced by A.I. through strategic partnerships with Forbes, Condé Nast Traveler, National Geographic, and other trusted sources

✓ Authoritative backlinks & long-form content aligned with how A.I. selects and ranks destinations

✓ Proprietary Labels that position your city ahead of others in every A.I.-based recommendation (Best Christmas Market in Europe, Best Green Destination, Best Island, etc.)

✓ International Visibility for a Local Budget

Redirect a fraction of your online advertising spend to a strategy that brings:

- **Organic, lasting visibility**
- **Trust from users**
- **Reach across 200+ countries and 20 languages**

Why It Matters

- **Better SEO. Better visibility on Google and A.I.**
- **Less ad spend. More long-term traffic.**
- **Stronger brand. More travelers, more loyalty, more press coverage.**
- **A competitive edge while others fall behind.**

**In 2025, the question is no longer “Who has the biggest campaign?”
It’s “Who does A.I. trust to recommend?”**

Let’s position Your Destination & A.I. at the forefront.

Be seen. Be trusted. Be chosen.

PROPOSAL FOR CRAIOVA

| A MAXIMUM OF VISIBILITY

Membership Fee for the participation of Craiova among the Best Christmas Markets in Europe 2025-2026. As one of the 20 destinations submitted to the vote of of travellers (open competition), Craiova will be submitted to the votes/selection of travellers based on its Christmas offer. The title define for this category is Best Christmas Markets in Europe 2026. A publication of the results is planned by the end of November 2025 both on European Best Destinations and in Forbes and Condé Nast Travelers a worldwide prestigious media partners bringing as EBD, high purchasing power travellers. The membership fee for this selection is of 29,690 euros.









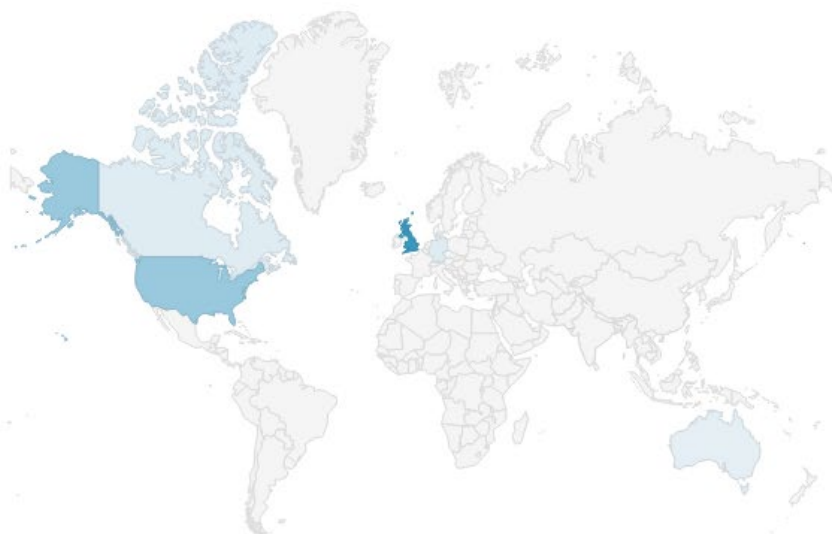
EUROPEAN BEST DESTINATIONS

IN FEW FIGURES.

Thanks to our SEO techniques, nearly 91% of our traffic (8 million travellers) arrives on our site thanks to the content created specifically for search engines. This enables us to offer more direct visibility to your destination.

Traffic by countries ⓘ

🖥 On desktop



 United Kingdom	31.95%	▲ 25.58%
 United States	15.68%	▲ 12.45%
 Canada	3.87%	▲ 18.23%
 Germany	3.78%	▲ 6.02%
 Australia	2.80%	▼ 13.33%

[See 247 more countries](#)

Last figures

Travellers from the United Kingdom, USA, Canada, Germany, Australia, Poland,...constitute the main markets and they remain so throughout the year. These travellers are most sought after by tourist offices because of their highest purchasing power.

OUR PROPOSAL.

Participation fee for the selection of Craiova throughout its 2025 Christmas Event with the creation a content dedicated to Craiova for one year at no cost + membership fee for the selection/participation to the EUROPEAN BEST Christmas Market 2025-2026 (to take place in 20-27th Nov 2025) and published until the 20th Nov 2026. Including participation to the competition, official logos, trophy,.

Payment of the membership fee for Christmas of **29.690 euros** can be made at your best convenience **in 2025**.

The payment of this participation fee does not guarantee any recognition but only your participation to this competition.

This proposal is made for the Selection and Participation of Craiova among the Best Christmas Destinations in Europe. This selection has been made independently based on the offer of the destination. In order to increase your chance, please send us clear information on your Christmas event as well as attractive image of your destination as a Christmas destination. Travellers votes will be based on the texts and pictures, it is important to show you at your best to increase your possibility to be promoted in this ranking.

YOUR CONTACT.

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