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Monaco voted Best European Destination 2025

The Principality of Monaco has been named the best European Destination 2025 by European Best Destinations, a leading tourism promotion body and partner of the European Commission. This prestigious title recognises Monaco as a must-see destination on the international stage.

Every year, European Best Destinations selects the most attractive destinations in Europe and has travellers from around the world vote for their favourite. Over one million people took part in this year's vote, in which Monaco placed first. The official European Best Destinations website attracts over six million visitors annually and enjoys global media coverage via influential media outlets such as Forbes USA, Condé Nast Traveler and Yahoo.

A major impact on the appeal of Monaco

After an honourable second place ranking in 2024, this year Monaco is at the top of the podium and becomes the first French-speaking destination to win this award after Bordeaux in 2015. This achievement is the result of an international vote by travellers from over 170 countries, won over by the elegance, energy and exceptional environment of the Principality.

The prestigious ranking is a unique opportunity to strengthen Monaco's image and reputation internationally:

- *Enhanced visibility*: First-rate promotion in premium media and stories that highlight the destination.
- *Global recognition*: Special enthusiasm from high-end travellers, in the United States (42% of votes) and the United Kingdom (34% of votes) in particular, confirming Monaco as a destination for luxury and sustainable tourism.

A strategic partnership with European Best Destinations

For several years, the Monaco Tourist and Convention Authority has worked closely with European Best Destinations to increase the Principality's visibility. This partnership includes:

- An enhanced presence on the European Best Destinations website (six million visitors annually)
- Media coverage on influential platforms
- The use of the "Best European Destination" label by Monaco and its partners (hotels, restaurants, attractions).

For Mr Guy Antognelli, Director of the Tourist and Convention Authority: "This award demonstrates that the day-to-day efforts of tourism and hospitality professionals, guides, shopkeepers, public services and attractive centres is paying off: it is a testament to the effectiveness of the innovative initiatives implemented across the country, as well as the recent renovations at many partner establishments, aimed at maintaining an exceptional level of quality and service".