



Madrid, 07 November 2024

The capital has won this new international accolade thanks to the votes of over 168,000 readers of Britain's longest-running travel magazine

## Madrid has been recognised as the most desirable city in Europe by *Wanderlust*, the prestigious travel magazine

- This award consolidates the capital's position as one of the world's most attractive tourist destinations, and follows other recent accolades such as third best city destination in the world and best destination for congresses and meetings
- Madrid received more votes than other rival destinations such as Istanbul, Lisbon and Copenhagen

Madrid has been named the "Most Desirable City in Europe" at the 23rd edition of the Wanderlust Reader Travel Awards. Last night's ceremony at the Tate Modern in London was hosted by the prestigious UK travel magazine and attended by leading representatives and professionals from the global travel industry.

168,000 of the specialist magazine's readers chose Madrid as their favourite destination because of its history, responsible tourism model, impressive architecture, vibrant gastronomic scene and creativity, not to mention its complete cultural offering and, in particular, the opening of the Royal Collections Gallery in 2023. After coming fifth last year, the capital beat off stiff competition from Istanbul, Lisbon and Copenhagen to win this year's award.

The Councillor for Tourism, Almudena Maíllo, emphasised "the pride we *Madriileños* feel when we see how Madrid is held in such high regard by the rest of the world". For Maíllo, this award recognises "Madrid's unique heritage, its wealth of cultural, gastronomic and leisure attractions, and its welcoming character".

This accolade consolidates the capital's global position as one of the world's most fascinating and attractive tourist destinations. Already ranked as the third-best city destination globally by Euromonitor, it has also claimed the World Travel Award for Leading Meetings and Conference Destination in Europe for seven consecutive years and worldwide for the past five years.

### About *Wanderlust*

**Dirección General de Comunicación**  
Calle Montalbán nº1 Planta 3  
Código Postal 28014 Madrid

**diario:** [diario.madrid.es](http://diario.madrid.es)  
**twitter:** [@MADRID](https://twitter.com/MADRID)  
**facebook:** [@ayuntamientodemadrid](https://www.facebook.com/ayuntamientodemadrid)

**teléfono:** +34 91 588 22 40  
**mail:** [prensa@madrid.es](mailto:prensa@madrid.es)  
**web:** [madrid.es](http://madrid.es)



*Wanderlust* is the UK's oldest and best-selling travel magazine. Filled with original reporting and specialist articles, beautiful photography and expert advice, its content informs and inspires travellers all around the world. The magazine's long-established annual awards highlight the work of destinations, tour operators and travel brands dedicated to providing authentic, quality experiences with a strong commitment to sustainability. /

**Dirección General de Comunicación**

Calle Montalbán nº1 Planta 3  
Código Postal 28014 Madrid

**diario:** [diario.madrid.es](http://diario.madrid.es)

**twitter:** [@MADRID](https://twitter.com/MADRID)

**facebook:** [@ayuntamientodemadrid](https://www.facebook.com/ayuntamientodemadrid)

**teléfono:** +34 91 588 22 40

**mail:** [prensa@madrid.es](mailto:prensa@madrid.es)

**web:** [madrid.es](http://madrid.es)