



**Croatia Voted Best Country to Visit in Europe 2025 by European Best Destinations**

London, 4<sup>th</sup> March 2025 – Croatia takes the crown as the Best Country to Visit in Europe in 2025 by the prestigious *European Best Destinations* at one of the world's largest annual travel trade shows, *ITB Berlin*. Croatia adds the premium award to a string of accolades so far, and reaffirms the top ranking with an impressive 118,261 votes, ahead of Spain, Austria, Italy and Greece. Over 1 million travellers from 139 countries voted and recognized Croatia as a tourism champion known for its pristine coastlines, UNESCO heritage sites, sustainable premium tourism, unmatched travel experiences and authenticity.



*Left to right: Kristijan Staničić, Maximilien Lejeune and Tonči Glavina*

This award also emphasizes Croatia's outstanding diversity of landscapes and cultural tapestry. Whether visitors are seeking luxurious sailing trips along picturesque nautical routes, unforgettable historic city breaks, vibrant nightlife, or peaceful and relaxing nature-filled retreats, Croatia offers something exceptional for everyone revealing not only its



globally known destinations but also its hidden gems, so loved and cherished among the travellers once discovered. This highly coveted ranking, created *by travellers for travellers* –highlights Europe's most beloved destinations, and with each year, millions explore Europe’s remarkable diversity.

*"Germany is the most important source market for us, and that is why at this one of the world's most important tourism fairs in Berlin we are sending the message that Croatia is a destination that offers the Germans value for money, that offers quality and a wealth of content 365 days a year. According to ReiseAnalyse for 2024, Germans will travel more this year than before the pandemic, and there is room for growth in arrivals and overnight stays, especially when we talk about the pre- and post-season periods. We are also proud that Croatia was declared the best country to visit in 2025 according to the European Best Destinations, as chosen by more than a million travellers, who voted for the most beautiful European destinations, and Croatia took first place. This is another confirmation of the quality of our tourism offer, continued raising of our standards, and the best compliment to all our tourism staff. We will also use the ITB fair in Berlin as an opportunity to showcase this value at the international level with which activities we have firmly positioned ourselves as leaders in the development of sustainable tourism,"* said Minister **Tonči Glavina**.



*European Best Destinations Award*

*"Generated interest for our country at ITB, alongside the celebrated tribute we received from the EBD, is an indicator of Croatia's premium status, as a high – quality tourism destination recognized world-wide. This is especially binding for us, given that this is an award based on the votes of travellers from all over the world, including those from the platforms acknowledged by the media partners such as Forbes and the Condé Nast. EBD selection, reflected in the search for content and pages dedicated to Croatia, contributes to additional promotional visibility to the audience amounting to as many as*



*220 million potential travellers. Also, according to feedback from numerous partners, this year is expected to reach a stable demand from the German market, increase in tourist traffic in the pre and post-season periods, a greater focus on exploring our continental authentic destinations, and what numerous partners are attentive in particular - reasonable prices and value for money," said **Kristjan Staničić**, Director of the Croatian National Tourist Board.*

European Best Destinations has been promoting culture and tourism in Europe to millions of travellers but also to tourism professionals and the media since 2009. Underpinned by partnership with more than 500 tourism offices in Europe and the EDEN Network (Sustainable Destinations awarded by the European Commission), European Best Destinations is also the most visited website dedicated to travel in Europe for fourteen years in a row.

Croatia, the jewel of the Adriatic, dazzles with over 1,000 idyllic islands, pristine coastlines, emerald-green forests, and charming medieval towns. From the crystal-clear beaches of the Dalmatian coast and the vibrant cities such as Zagreb and Split to the scenic hiking trails in majestic national parks like Plitvice Lakes and Krka, Croatia is truly a traveller's paradise.

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**PR contact:** Ivana Shiell at [IShiell@aviareps.com](mailto:IShiell@aviareps.com)

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