



Wanderlust Magazine announces destination & sustainability winners for 2022 Travel Awards at the Tower of London

Costa Rica and Greece win most desirable countries while New Orleans and Dubrovnik are crowned *Wanderlust* readers' favourite cities

That's right, the country which is known throughout the world for its staggering beauty and as a leader in sustainability, has been crowned *Wanderlust* readers' **Most Desirable Country** (Rest of World) for 2022.

On Tuesday 8th November, hundreds of the world's foremost travel leaders headed to the Tower of London for a magical evening at the 21st *Wanderlust* Travel Awards, presented by legendary travel broadcaster Simon Reeve. This year, *Wanderlust* presented a mixture of reader-voted and industry sustainability awards at this special London venue, putting a spotlight on the very best in travel. "Costa Rica has been a perennial favourite of *Wanderlust* readers for decades, with its *Pura Vida* joie de vivre mentality and outstanding natural grandeur influencing our readers' votes once again in 2022" said George Kipouros, *Wanderlust* Editor in Chief, about the Gold Winner of the Most Desirable Destination (Rest of the World). Securing the Silver prize for this category was Canada, nudging last year's winner, Australia, into Bronze position.

The next far-flung destination that has made an impression on *Wanderlust* readers is New Orleans, taking Gold for the **Most Desirable City (Rest of World)**. This vibrant and exciting city came up against strong contenders such Marrakech, Cape Town and Quito, who all made it into the top 10, with Tokyo nabbing Silver position just ahead of Cartagena.

Back in Europe, our readers voted Greece as their **Most Desirable Country (Europe)** winner. "A summer in Greece has been a rite of passage for many a traveller – yet our readers our now rediscovering

a destination that offers abundant culture, nature and culinary experiences throughout the year and beyond its famed islands" added George Kipouros .

Another European destination that came up trumps was Dubrovnik, winning the Readers' **Most Desirable City (Europe)**. Known as the Pearl of the Adriatic, Its UNESCO-listed Old Town proved irresistible to *Wanderlust* readers returning in the Top 10 yet again thanks to its illustrious history and photogenic looks. Falling short of first place came the medieval jewel of Tallinn in Silver, followed by ever-popular Lisbon in Bronze, with other spectacular cities such as Bordeaux, Seville and Istanbul making an appearance in the top 10.

With a motto of Taking the Road Less Travelled, **Emerging Destinations** are always of interest to *Wanderlust*. This year, Georgia waltzed off to the gold; a previous winner, readers are clearly drawn by its rich history, beautiful ecclesiastical monuments, dramatic scenery and impressive wines. Central America's Belize, with its Mayan sites, world-class diving and diverse cultures took Silver, while Saudi Arabia jumped into Bronze place, recognising the interest in this intriguing land now on a mission to open its cultural sites and natural wonders to the world.

There is something about islands that brings out the wanderlust in many travellers. With its abundant wildlife, mountain jungles and gleaming beaches, Palawan in the Philippines took Gold as **Most Desirable Island (Rest of the World)**; Ireland took **Most Desirable Island (Europe)**, yet again proving the extraordinary mix

of heartfelt hospitality, lively festivities and dramatic landscapes is a winner with *Wanderlust* readers. Some old favourites dominated other categories, with Favourite Airline going to Singapore Airlines, who have won the accolade every single year of the *Wanderlust* Awards. While **Favourite Tour Operator** went to another many-times winner Audley Travel, with Exodus Travels and Trailfinders completing the top positions among general tour operators.

Sustainability has been at the heart of *Wanderlust* since its launch, and so new categories recognising **Sustainability Initiatives** were introduced this year, each judged by a panel of industry experts. Exodus Travels were awarded Gold in the Tour Operator category, while Le Manoir Aux Quat'Saisons took the Accommodation category, and Visit Scotland the Tourism Board Gold for its launch of the world's first ever UNESCO Trail, bringing together the country's 13 place-based UNESCO designations.

And talking of trails, *Wanderlust* awarded a **Special Achievement Award** to the **Trans Bhutan Trail**, a restored 250-mile ancient trail, connecting many of Bhutan's historic sites. *Wanderlust* cofounder Lyn Hughes said, "The standard of nominations in the sustainability categories was impressive, with a diverse range of ground-breaking initiatives that are making a difference. What's more, the Trans-Bhutan Trail is an example of how tourism can be a power for good, provide sustainable livelihoods for local communities, preserving traditional culture and protecting both heritage and nature."

OTHER CATEGORY WINNERS ARE AS FOLLOWS:

Most Desirable Region (Rest of World): Florida

Most Desirable Region (Europe): Normandy

Favourite Tour Operator (Specialist): Sunvil

Travel Media Influencer of the Year: Fatima Al Mattar (@hello965)



EDITORS NOTES

About Wanderlust Magazine

As the UK's longest-running travel magazine, Wanderlust has been at the forefront of sustainable travel for nearly 30 years. Today, our values remain more important than ever. We exist to inform and inspire travellers globally to take the road less travelled, by sharing authentic travel writing, stunning photography and expert advice, in print and online.

About the Wanderlust Travel Awards

The Reader Travel Awards were voted by readers who were asked for the destinations they most desired and travel providers they love to travel with more than 50,000 voters cast this year.

The Sustainability Categories were entered by the organisations themselves and each category was judged by a panel of industry and sustainability experts.

Full results below.

Most Desirable Country (Rest of World)

Costa Rica
Canada
Australia
New Zealand
USA
Japan
Peru
South Korea
South Africa
Jordan

Most Desirable Region (Europe)

Normandy
Andalucia
Greek Islands
Azores
Brittany
Tirol
Lombardy
Bavaria
Algarve
Provence Alps Cote d'Azur

Most Desirable Island (Rest of World)

Palawan
Tobago
Viti Levu
Cuba
St Helena
Rapa Nui/ Easter Island
St Lucia
Zanzibar
Bali
Tasmania

Favourite Airline

Singapore Airlines
Qatar Airways
British Airways
Emirates
Air New Zealand
Virgin Atlantic
Turkish Airlines
Lufthansa
Air France KLM
Etihad

Most Desirable Country (Europe)

Greece
France
Spain
Italy
Croatia
Switzerland
Scotland
Germany
Portugal
Austria

Most Desirable City (Rest of World)

New Orleans
Tokyo
Cartagena
Singapore
Quito
Melbourne
Rio De Janeiro
Montreal
Cape Town
Marrakech

Most Desirable Island (Europe)

Ireland
Malta
Crete
Sicily
Madeira
Spitsbergen
Hvar
Isle of Skye
Tenerife
Jersey

Favourite Tour Operator (General)

Audley
Exodus
Trailfinders
Intrepid
Flight Centre
G Adventures
Kuoni
Holiday Architects
Explore
BA Holidays

Most Desirable Region (Rest of World)

Florida
New South Wales
British Columbia
Abu Dhabi
Galapagos
Western Australia
Patagonia
California
Hokkaido
Sabah

Most Desirable City (Europe)

Dubrovnik
Tallinn
Lisbon
Istanbul
Seville
Ljubljana
Bordeaux
Copenhagen
Salzburg
Mostar

Emerging Destination

Georgia
Belize
Saudi Arabia
Azerbaijan
Panama
Guyana
Greenland
Ethiopia
Bolivia
Qatar

Favourite Tour Operator (Specialist)

Sunvil
Journey Latin America
Wild Frontiers
Scott Dunn
Inside Asia
HF Holidays
America as You Like It
Silversea
Hurtigruten
Black Tomato

Most Desirable Country (Rest of World)

Costa Rica
Canada
Australia
New Zealand
USA
Japan
Peru
South Korea
South Africa
Jordan

Sustainability Initiative - Accommodation

Le Manoir aux Quat'Saisons
Banyan Tree Group
Mashpi Lodge
Soneva
Jetwing Hotels Ltd
Anantara Golden Triangle
Wyndham Hotels & Resorts
room2 Chiswick
The Safari Series
Fairmont Empress

Sustainability Initiative - Tour Operator

Exodus Travels
Intrepid Travel
Hurtigruten Group
4 Explore Worldwide
5 Wilderness Scotland
6 Audley Travel
7 Secret Paradise Maldives
8 Much Better Adventures
9 Travel Matters
10 Enchanting Travels

Sustainability Initiative - Tourism Boards

VisitScotland
Finland
Hungary
Costa Rica
ProColombia
Philippines
Tourism Western Australia
Trebinje, RS, Bosnia & Herzegovina
Atout France
Switzerland

Travel Media Influencer of the Year

Fatima Al Mattar (@hello965)
Andrew & Emily (@alongdustyroads)
Mike Corey (@fearlessandfar)

For further information and images, please contact christina.mullett@wanderlust.co.uk
To read the full story, visit [Wanderlust Travel Awards 2022: The Results | Wanderlust](#)