



Tripadvisor Travelers' Choice Destinations Award the Best of the Best Places to Travel in 2023

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Dubai Remains World's Most Popular Destination for 2nd Year in a Row

Cuba, Asia-Pacific Trending Big for 2023

NEEDHAM, Mass., Jan. 18, 2023 /PRNewswire/ -- To commence the 2023 travel and hospitality awards season, Tripadvisor®, the world's largest travel guidance platform, today reveals its Travelers' Choice® Best of the Best Destination Awards. Every year, Tripadvisor analyzes the millions of reviews submitted on its platform over the past 12-months by a global community of hundreds of millions of travelers to uncover the best guidance for everyone looking to make amazing memories on their next holiday or vacation.



Rather than relying on a cadre of tourism editors to tout what they believe are the best destinations worldwide for a vacation, Tripadvisor's rankings are based on insights from millions of real travelers who visited these destinations in the past year and left their feedback on Tripadvisor. All the Tripadvisor community's favorite travel destinations of 2022, plus their recommendations of the best places to travel in 2023 can be found [here](#).

"We saw a resurgence of travel demand in 2022, and the outlook for this year is bright," said Sarah Firshein, the Head of Editorial at Tripadvisor. "Long-haul trips have made a comeback, and we're seeing a lot of Americans excited to plan trips to Asia and the Pacific region for the first time in several years. Cities like Paris and London, which may have taken a backseat to less populous destinations throughout the pandemic, are back on travelers' minds, while places like Alaska and Cuba are also piquing a lot of interest."

This year, the Travelers' Choice Destinations span six subcategories: **Popular Destinations, Trending Destinations, Food Destinations, Best Places to Ski, Nature Destinations** and **Best Places for Culture**.

On Tripadvisor's perennial **Popular Destinations** list, showcasing travelers' favorite destinations overall from the past year, **Dubai** maintains its No. 1 spot for the second year in a row. As a global hub of luxury hospitality and cutting-edge architecture, the "City of Gold" offers world-class retail and culture catering to the wants and needs of travelers from all over. In the U.S., **New York City** is back on top after dropping to No. 5 last year as the result of the pandemic. All the Popular Destinations can be seen [here](#).

Cuba is the No. 1 **Trending Destination** in the world for 2023; this category reveals destinations with the greatest year-over-year growth in interest on Tripadvisor, indicating new hotspots on the rise. Since the U.S. eased some travel restrictions in May, and with the addition of new direct flight routes, appetite among travelers for Cuba has been surging on Tripadvisor. Known for old-world architecture and rich history, the island offers fascinating opportunities for cultural exchange. This is followed by Hoi An, Vietnam, at No. 2 and Mauritius at No. 3. Asia is the top trending region in this category, taking half of the top 10 spots. Closer to home, **Juneau**, Alaska, made its debut as the No. 1 Trending Destination in the United States for 2023. Located at the base of Mount Juneau, this is the perfect place for a journey into the gorgeous Alaskan wilderness. All the Trending Destinations can be seen [here](#).

In addition to popularity, Tripadvisor is also awarding destinations based on top travel interests: food, skiing, nature, and culture. As many plan trips around opportunities to enjoy cuisine, we have issued the best **Food Destinations** list, highlighting locales known for their cuisine as well as those known for their burgeoning dining scenes. Unsurprisingly, **Rome** is the No. 1 Food Destination for 2023, while **New Orleans** tops the U.S. list. All the Best Food Destinations can be seen [here](#).

A particularly timely category, with droves of travelers currently in search of epic ski trips, Tripadvisor unveils the **Best Places to Ski**, according to those who hit the slopes in 2022. With its stunning landscape and down-to-earth mountain culture, **Whistler**, Canada, is the No. 1 Ski Destination in the world this year. Meanwhile, **Jackson**, Wyoming, is the best in the U.S. (No. 2 in North America) for the second consecutive year. From regular, cross-country, snowcat, and even heli-skiing, Jackson has it all. All the Best Places to Ski can be seen [here](#).

New for 2023: the best **Nature Destinations**. It's no secret that destinations abundant in fresh air and pristine nature rose in popularity throughout the pandemic, and although big cities are back, the appetite for outdoor adventure remains strong. In this inaugural category, **Mauritius** is the No. 1 Nature Destination. A tropical island paradise 1,200 miles off the coast of southeast Africa, Mauritius is home to waterfalls, wildlife areas, and national parks, making it a nature lover's perfect getaway. All the Best Nature Destinations can be seen [here](#).

Another new category this year is the **Best Places for Culture**, celebrating the top places people visit to engage with local history and cultural activities. While every city has its own unique culture, this list reveals travelers' absolute favorite getaways for a cultural trip, headlined by **Fes**, Morocco, at No. 1. This walled city is a UNESCO World Heritage Site harkening back to medieval times with the ancient maze-like quarters of the Medina to Fes el-Bali and the four imposing Gates of Fes, with their distinctive Moroccan tile work. All the Best Places for Culture can be seen [here](#).

"Above all, travelers are seeking out new adventures this year, and our Travelers' Choice 2023 Destinations list reflects the very best places chosen by our devoted community," Firshein said. "The diverse range of choices offer opportunities for cultural immersion, incredible culinary experiences, awe-inspiring natural wonders, and more—it's really the ultimate reference guide for travelers dreaming about where to go next."

Top 10 Trending Destinations in the World

1. **Cuba**
 - a. Don't miss: wander around the charming streets of [Old Havana](#)
2. **Hoi An, Vietnam**
 - a. Don't miss: explore [Ba Na Hills and the picturesque Golden Bridge](#)
3. **Mauritius**
 - a. Don't miss: [enjoy a Catamaran cruise to Ile aux cerfs](#)
4. **Siem Reap, Cambodia**
 - a. Don't miss: [sunrise tour of Angkor Wat](#)
5. **Chiang Mai, Thailand**
 - a. Don't miss: [take a Thai and Akha cooking class](#)
6. **Grand Cayman, Caribbean**
 - a. Don't miss: [snorkel Stingray City](#)
7. **Fes, Morocco**
 - a. Don't miss: take a [walking tour through the charming walled city](#)
8. **Baku, Azerbaijan**
 - a. Don't miss: explore the [Absheron peninsula's diverse attractions on a full day tour](#)
9. **Kathmandu, Nepal**
 - a. Don't miss: hop on a [flight for close-up views of Mount Everest](#)
10. **Krakow, Poland**
 - a. Don't miss: dive into Polish culture and cuisine with [a vodka tour](#)

Top 10 Trending Destinations in the U.S.

1. **Juneau, Alaska**
 - a. Don't miss: enjoy a [whale watching & Mendenhall Glacier tour](#)
2. **Page, Arizona**
 - a. Don't miss: [explore Antelope Canyon](#)
3. **Salem, Massachusetts**
 - a. Don't miss: join a historian for a [history and hauntings tour](#) (pick a nighttime tour for a spookier experience)
4. **Sonoma, California**
 - a. Don't miss: take a [wine tasting through Sonoma Valley](#)
5. **Tierra Verde, Florida**
 - a. Don't miss: immerse yourself in the marine life with a [clear kayak tour](#)
6. **Philadelphia, Pennsylvania**
 - a. Don't miss: take a [walking tour around the USA's original capital](#)
7. **San Juan Island, Washington**
 - a. Don't miss: go [whale watching from Friday Harbor](#)
8. **Camden, Maine**
 - a. Don't miss: relax on a [sunset sail around scenic Camden Harbor](#)
9. **Galena, Illinois**
 - a. Don't miss: [try a specialty cocktail at Blaum Bros. Distilling Co.](#)
10. **Whitefish, Montana**
 - a. Don't miss: [explore Glacier National Park](#)

See all of the best places to travel for 2023, across all six subcategories here: [tripadvisor.com/TravelersChoice-Destinations](https://www.tripadvisor.com/TravelersChoice-Destinations)

Methodology

The Travelers' Choice Best of the Best Destinations Awards honor travelers' favorite destinations worldwide based on the quality and quantity of ratings and reviews, specific to each award subcategory, for accommodations, restaurants, and things to do in destinations from travelers globally on Tripadvisor over the 12-month period between November 1, 2021 and October 31, 2022.

Note to Editor

Don't miss activities in each destination were selected by Tripadvisor's editorial team based on highly-rated things to do, according to traveler reviews, in each destination.

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type.

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* Source: SimilarWeb, unique users de-duplicated monthly, September 2022

** Source: Tripadvisor internal log files

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