



**Magiczny
Kraków**

Krakow is Zoover's best tourist destination in Europe - again!

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Zoover, one of Europe's leading travel websites analysed all its data and announced that in 2015 Krakow will - yet again - be the best European tourist destination. The city received *The Best European City Trip 2015* award obtaining the highest score of 8.80 and beating such tourist hits as Seville, Venice, Barcelona, Prague or Rome.

Zoover analysed almost 60 000 reviews of Europe's most popular cities. The website's users commented on the local ambience, culture, night life and the quality of local hotels. Krakow scored 8.80 with unique ambience as its biggest asset. Seville came second with the total score of 8.63 and Venice scored a high 8.60.

- 'It's great news corroborating Krakow's top position' - said Magdalena Sroka the city's Vice Mayor for Culture and City Promotion. 'It is also a natural consequence of our systematic promotional activities conducted in Holland.'

The Best European City Trip 2015 award was presented during this year's *Vakantiebeurs* fair in Utrecht.

Krakow ranked first for the second consecutive time. The 2014 award undoubtedly influenced holiday plans of Dutch and European tourists. According to research, the number of Dutch tourists visiting Krakow doubled last year, reaching 77 thousand.

Zoover is one of Europe's major travel websites, providing original reviews of tourist destinations, venues and attractions. The website is a free of charge, independent platform for travelers from around the globe. Zoover's award comes only 3 weeks after a Dutch travel magazine *MICE&Travel* awarded Małopolska's capital with *MICE Trend Award 2014*.

You can find the complete list of Zoover's top 10 tourist destinations in Europe here: weblog.zoover.nl/algemeen/13-01-2015-krakau-opnieuw-beste-stedentrip-van-europa/.