



2010

# Readers' Travel Awards

Your choice of the world's best ★ Countries, Islands & Cities

★ Hotels & Villa Rentals ★ Tour Operators ★ Airlines, Airports, Trains  
& Cruise Lines ★ Spas ★ Websites ★ Plus The Top 100 overall winners

Earlier this year we asked you to vote for the things you *really* like about travel, from business hotels to destination spas, airlines to specialist tour operators. From your responses we compiled the **Readers' Travel Awards 2010**, the best the travel world has to offer. Your favourite country this year is **Turkey**, which you also rated highly enough for it to make our Top 100 (see page 50). To find out who the rest of the winners are, turn the page



PHOTOGRAPH BY LISA LIMER

Ortakoy Mosque and Bosphorus Bridge in Istanbul, one of your favourite overseas cities, in your favourite country in the world



# Destinations

## COUNTRIES

 **Turkey** is your favourite holiday destination. When asked to score it (with 'a percentage of satisfaction' figure on 10 criteria), you gave it top marks for *range of accommodation* (**86.48**) and that increasingly important component of any holiday: *value for money* (**87.20**). This year, **Italy** (**88.93**) and **Spain** (**85.73**) got your votes for *food/restaurants*, closely followed by **South Africa** (**84.48**), while you reckon **Australia** has the best *climate* (**96.56**) and **India** provides the warmest welcome (you gave it a heartfelt **94.44** for *people/hospitality*). **Egypt** scored highest for *culture* (**88.03**) and clean-living **New Zealand** came out on top for *environmental friendliness* (**86.12**).

- 1 **Turkey** 94.81
- 2 **Egypt** 94.22
- 3 **Australia** 93.25
- 4 **Italy** 92.36
- 5 **New Zealand** 91.37
- 6 **Spain** 90.39
- 7 **India** 89.65
- 8 **USA** 88.94
- 9 **South Africa** 88.58
- 10 **France** 87.00
- 11 **Mexico** 86.29
- 12 **Canada** 84.90
- 13 **Brazil** 84.20
- 14 **Chile** 83.53
- 15 **Sri Lanka** 82.51
- 16 **China** 81.33
- 17 **Greece** 80.70
- 18 **Portugal** 79.87
- 19 **Thailand** 78.92
- 20 **Morocco** 77.49

## ISLANDS

 The **Maldives** might have the finest sandy *beaches* (**86.43**). **The Cyclades** the most appealing *food/restaurants* (**86.93**) and **Corsica** the most stunning *scenery* (**98.37**), but **Hong Kong** beat them all by scoring more than **85** on eight criteria, including *range of accommodation* (**86.29**) and *variety of attractions* (**87.08**). Elsewhere, you say **Sicily** provides excellent *value for money* (**85.08**), and is also very friendly (**87.84** for *people/hospitality*).

- 1 **Hong Kong** 94.77
- 2 **Sicily** 94.46
- 3 **Maldives** 93.49
- 4 **The Cyclades** 92.67
- 5 **Balearic Islands** 91.15
- 6 **Corsica** 90.82
- 7 **Cuba** 89.52
- 8 **Seychelles** 88.65
- 9 **St Lucia** 87.29
- 10 **Crete** 86.14
- 11 **Mauritius** 85.35
- 12 **Barbados** 84.74
- 13 **Zanzibar** 83.77
- 14 **Turks & Caicos** 82.26
- 15 **Galapagos** 81.73
- 16 **Bali** 80.11
- 17 **Antigua** 79.68
- 18 **Sardinia** 77.58
- 19 **Great Barrier Reef** 76.07
- 20 **Capri** 75.88



A traditional junk in Hong Kong, your favourite island

## OVERSEAS CITIES

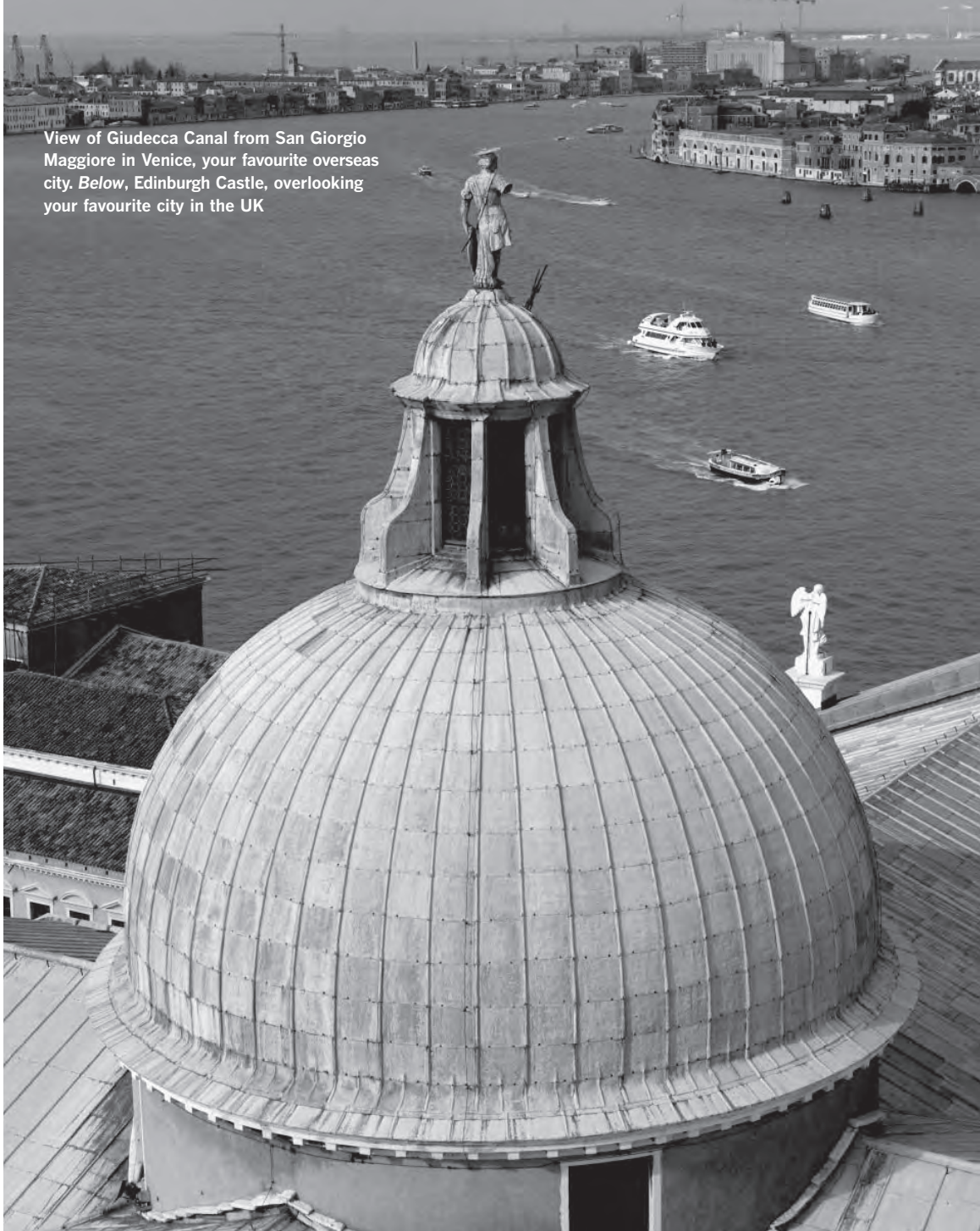
 You singled out **New York** as being the most *user-friendly* overseas city (**90.31**) and also the most lively (a rousing **92.95** for *nightlife/entertainment*). **Paris** and **Rome** achieved almost identical top scores for *food/restaurants* (**88.47**; **88.50**) and you decided that **Hong Kong** deserved **88.89** for *cleanliness*. **Barcelona** came up trumps for *range of accommodation* (**92.90**) and **Istanbul** got the thumbs up for *people/hospitality* (**88.79**). But romantic **Venice** is your favourite foreign city: it only dropped below **85** on two criteria and gained top marks for *aesthetics/architecture* (a near picture-perfect **99.41**) and *culture* (**87.62**).

- 1 **Venice** 93.87
- 2 **New York** 93.43
- 3 **Paris** 92.35
- 4 **Rome** 91.39
- 5 **Istanbul** 90.37
- 6 **Barcelona** 89.49
- 7 **Florence** 88.72
- 8 **Sydney** 88.03
- 9 **Seville** 86.41
- 10 **Hong Kong** 85.40
- 11 **San Francisco** 84.86
- 12 **St Petersburg** 83.55
- 13 **Cape Town** 83.03
- 14 **Marrakech** 82.00
- 15 **Shanghai** 80.64
- 16 **Berlin** 80.01
- 17 **Vancouver** 78.73
- 18 **Prague** 78.05
- 19 **Copenhagen** 76.94
- 20 **Madrid** 76.71

## UK CITIES

 This year, **Edinburgh** built up its reputation as your favourite UK city with high scores across the board, particularly for *aesthetics/architecture* (**93.72**) and *user-friendliness* (**90.46**). But **Liverpool** has the friendliest people (**94.32** for *people/hospitality*) and **Oxford** the *cleanest* streets (**81.51** on that criterion), while **London** remains best for *culture* (**95.47**) and *range of accommodation* (**87.63**). If it's *value for money* you're after, you can do no better than **Bristol** (**88.68**), and **Bath** whets your appetite for *food/restaurants* (**86.20**). But which is the *safest* city in the UK? Well, you say it's **York** (**89.41**), followed by **Brighton** (**87.37**).

View of Giudecca Canal from San Giorgio Maggiore in Venice, your favourite overseas city. Below, Edinburgh Castle, overlooking your favourite city in the UK



- 1 **Edinburgh** 91.76
- 2 **Oxford** 90.04
- 3 **London** 89.46
- 4 **Liverpool** 87.70
- 5 **Glasgow** 87.50
- 6 **Brighton** 86.84
- 7 **Manchester** 85.65
- 8 **Bath** 84.70
- 9 **Cambridge** 83.66
- 10 **Newcastle** 83.14
- 11 **York** 82.15
- 12 **Canterbury** 81.07
- 13 **Durham** 80.18
- 14 **Bristol** 79.36
- 15 **Leeds** 78.92



**What are all these numbers?** They are an index of satisfaction, scored out of a maximum of 100. In our Readers' Travel Awards 2010 questionnaire (April 2010 issue and at [www.cntraveller.com](http://www.cntraveller.com)), you were asked to choose the best that the travel world has to offer – from hotels and spas to airlines and airports. You were then asked to rate your choices according to various criteria, such as service, culture and value for money. From your responses, we calculated the average mark on each criterion, and used this to provide the overall satisfaction percentage figure that you see on these pages and in The World's Top 100 on page 50.