**Lonely Planet names Salzburg world’s top city to visit in 2020**

*Lonely Planet, the biggest travel publisher globally, put Salzburg right at the top of its “Best in Travel 2020” list of the world’s most attractive cities. This award affirms the uniqueness of Salzburg as a Baroque city of culture and music, while heralding anniversary celebrations for the Salzburg Festival which are scheduled for the upcoming year.*

“Drumroll please”, began the official statement from Lonely Planet. “The Salzburg Festival is turning 100 and the city is singing about it at the top of its voice.” Next year’s anniversary will receive a befitting celebration, though the various offers away from the Festival and the Provincial Exhibition at Salzburg Museum also impressed the jury of Lonely Planet as well: The cultural heartbeat of Salzburg is reflected in an array of concerts, theatrical productions, readings, Mozart Matinees and so much more.

**International recognition for Salzburg as a premium destination**

The recognition Salzburg has received from Lonely Planet is a marvelous reflection of the premium quality visitors to this cultural metropolis can expect, focusing squarely on the strengths of this city of Mozart. With some 4500 events on the annual calendar, it isn’t only during the Festival that Salzburg offers music performed to the highest standards. “The outstanding class with which Salzburg’s various festivals are organized and presented, together with ongoing projects to make the city’s museums even more appealing, are achievements we can be proud of”, says Bert Brugger, CEO of Tourismus Salzburg GmbH. Visitors from around the world value everything that contributes to the uniqueness of Salzburg: Mozart, “The Sound of Music”, a UNESCO World Heritage listing, Advent and the Festival make the city an irresistibly attractive destination. In combination with the unique beauty both of the city and its natural surroundings, countless facets are simply waiting to be discovered.

**Number one in the list of top city travel destinations**

Best in Travel 2020 is in fact the 15th edition of this collection of impressive destinations and experiences. The process begins with a nomination received from the circle of many authors, bloggers and travel experts with whom Lonely Planet works. The nominated destinations are then evaluated according to currentness, originality and their “wow” factor. After undergoing several selection rounds, the 10 best cities, countries, regions and best-value destinations are chosen. Salzburg ranked number one amongst the world’s top cities:

1. Salzburg, Austria
2. Washington, DC, USA
3. Cairo, Egypt
4. Galway, Ireland
5. Bonn, Germany
6. La Paz, Bolivia
7. Kochi, India
8. Vancouver, Canada
9. Dubai, UAE
10. Denver, USA

Salzburg is the first Austrian destination in the rankings since the inception of “Best in Travel”.

**About Lonely Planet**

Lonely Planet was founded in Australia in 1973. Today, it is the biggest travel guide worldwide with an impressive additional presence in the digital media world and around 400 employees. Over the last 40 years, 145 million travel guides have been printed, with editions in 14 different languages.

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