**Salzburg awarded silver medal in “Readers’ Choice
Awards 2019”**

*In the “Readers’ Choice Awards 2019” conducted by US travel magazine Condé Nast Traveler, Salzburg’s star shone brightly as one of the big winners. Around 600,000 readers participated in a spring survey and selected Salzburg as Europe’s second most popular city.*

The renowned travel magazine asked its readers in the USA and UK to cast their votes: They gave their ratings by the millions and shared thousands of comments, leading to selection of the top travel destinations. Both in the US as well as the British rankings, readers selected Salzburg second only to Dresden as the best European city. In the US survey, Salzburg came in fourth globally behind Mérida (MEX), Dresden (D) and Quebec City (CAN), while the British ratings had Charleston (USA), Mérida (MEX) and Dresden (D) in the top 3 places. In the previous year, Salzburg finished second amongst the most popular small cities worldwide.

**Award affirms performance**

The Readers’ Choice Award represents a clear affirmation of our local service providers’ commitment to offering an exceptional product and extraordinary quality. “City tourism is becoming increasingly important around the world”, says Bert Brugger, CEO of Tourismus Salzburg GmbH (TSG). “Which makes it even more vital for us to position ourselves as a premium (cultural) destination.”

A prestigious prize from the general public

The results of the “Readers’ Choice Awards” are based on roughly 600,000 reader opinions and represent a snapshot of today’s travel industry. The magazine Condé Nast Traveler was established in 1987, now boasting 5 million readers of its monthly print edition worldwide, 14.1 million digital unique users and 16.3 million followers in the social media. Reader ratings have been analyzed within the scope of the Awards for the last 32 years. The surveys were conducted between April and June 2019.

**Further information:**

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