Stockholm Named Europe’s Friendliest City and #2 Best City in 2024

In the 2024 Condé Nast Traveller Readers' Choice Awards the Swedish capital claimed the top spot as “The Friendliest City in Europe” and ranked an impressive #2 as one of the “Best Cities in Europe.”

Thousands of readers participated in this year’s Condé Nast Traveller Readers' Choice Awards, and their votes placed Stockholm at the forefront. The Swedish capital was celebrated not only for its welcoming atmosphere but also for its overall appeal as a top European destination named The Friendliest City in Europe, and the second-best city in Europe. The results, revealed on October 1, showcased leading cities, hotels, and travel experiences worldwide. Discover the full list of 2024 Readers' Choice Award winners and their motivations.

About Stockholm:
Stockholm spans 14 islands connected by over 50 bridges on the Baltic Sea, with the 20,000+ islands of the Stockholm Archipelago just a short boat ride away. The city blends rich history with modern design, centered around the medieval streets of Gamla Stan, Old Town. Its landscape, evenly split between urban areas, waterways, and parks, offers stunning views throughout. As a cultural and innovative hub, Stockholm is home to iconic attractions such as the ABBA Museum and the Vasa Museum—Scandinavia’s most visited—along with a vibrant tech scene.

Air Connectivity:
SAS (Scandinavian Airlines) and Delta Air Lines offer non-stop service between Stockholm Arlanda Airport and New York (Newark and JFK), as well as Miami.

For more information and inspiration about Stockholm, see visitsweden.com and imagebanksweden.com for images.

Visit Sweden has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that Sweden by 2030 is the world's most sustainable and attractive destination built on innovation. Now more than ever, purposeful travel needs to be meaningful, conscious and creating lasting value with regard to our guests, the local community and our planet. Welcome to Sweden, a destination of a different nature.

Additional assets available online: Photos (1)

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