

Condé Nast Traveler

THE WORLD MADE LOCAL

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» THE 2023

READERS'
CHOICE
AWARDS

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The friendliest countries in Europe: 2023 Readers' Choice Awards

It is a fact unspoken that one of the most essential ingredients in the recipe for a memorable holiday is the people we meet along the way. Friendly locals who extend a warm welcome and are keen to help you fall in love with their home just as they have can turn an average escape into an unforgettable one. Here, as voted for by you in our Readers' Choice Awards 2023, are the friendliest countries across Europe – where an open-armed reception is always on the itinerary.



ROMANIA. SCORE 94.00

Romania is an eerie and captivating country of Gothic churches, medieval castles and picturesque towns, surrounded by dramatic landscapes, including the Carpathian Mountains and the Black Sea. But although it's a place of folklore and an inescapable link to Dracula with Transylvania, unlike the spooky Count, the people here are friendly and open.

WHERE TO STAY:

The honey-hued Matca is one of Europe's most exciting new hotel openings this year, offering up bright rooms and villas within the hilltops of the Transylvanian Forest, along with a restaurant serving local produce.

