



**EMBARGOED UNTIL OCT. 22, 2024 AT 7AM ET**

**NATIONAL GEOGRAPHIC ANNOUNCES *BEST OF THE WORLD 2025* LIST,  
NAMES TOP 25 DESTINATIONS TO INSPIRE YOUR NEXT TRIP**

***\*\*Spokespeople and Visuals Available\*\****



*Photograph by Ben Giesbrecht*

**(WASHINGTON – Oct. 22, 2024)** National Geographic today revealed its picks for [\*\*BEST OF THE WORLD 2025\*\*](#), the brand’s annual list of the most exciting, meaningful and one-of-a-kind travel experiences for the upcoming year.

Developed in close consultation with Nat Geo’s team of travel experts and international editors, the 2025 list includes a blend of both surprising up-and-coming destinations and timeless locations that have something new and exciting to offer, from a new rock-climbing haven in India to Stockholm’s new and lesser-known island-hopping trail.

Designed as a menu of options to inspire travelers, **BEST OF THE WORLD 2025** includes something for everyone — families, foodies, animal lovers, adventurers and more. This year’s list features experiences that are beneficial for *both* locals and travelers, locations where visitors are welcomed and support the destination’s environment and community. As usual, the selected getaways span the globe, from Murray River, Australia, to Ocala National Forest, Florida.

“I like to think of **BEST OF THE WORLD** as National Geographic’s annual invitation to get out and explore for yourself the incredible diversity of places and experiences around the world,” said Nathan Lump, editor-in-chief of National Geographic. “This year, at a time of uncertainty and difficult challenges, that feels more important than ever. My hope is that our 2025 list is a reminder that there’s still so much to be excited about, and that through travel, we can connect with joy and hope.”

In that vein, National Geographic invited its social audience to share their favorite travel recommendations with a “Readers’ Choice” campaign in the lead-up to the **BEST OF THE WORLD 2025** reveal. Over the last few weeks, @NatGeo followers have nominated a series of destinations — from New Orleans to Ho Chi Minh City, Vietnam — and ultimately voted Sarajevo, Bosnia and Herzegovina, as this year’s “Readers’ Choice,” which is highlighted on this year’s list at [NatGeo.com/BestOfTheWorld](https://www.natgeo.com/bestoftheworld).

The January 2025 print issue of *National Geographic* will also feature a deeper dive into select **BEST OF THE WORLD** experiences.

**National Geographic’s BEST OF THE WORLD 2025 list:**

- Haida Gwaii, British Columbia
- Boise, Idaho
- Ocala National Forest, Florida
- Los Angeles, California
- Barbados
- Cerrado, Brazil
- Antigua, Guatemala
- Guadalajara, Mexico
- Cork, Ireland
- Stockholm Archipelago, Sweden
- Outer Hebrides, Scotland
- Greenland
- Brasov, Romania
- Cenobitic Monasteries, Italy
- Abu Dhabi, UAE
- Tunisia
- Kwazulu-Natal, South Africa
- Senegal
- Suru Valley, India
- Raja Ampat, Indonesia
- Bangkok, Thailand
- Kanazawa, Japan
- Eastern and Oriental Express, Malaysia
- Northland, New Zealand
- Murray River, Australia

**BEST OF THE WORLD 2025** is available online now at [NatGeo.com/BestOfTheWorld](https://www.natgeo.com/bestoftheworld), where readers can be transported to each destination through spectacular photography and reporting.

**Visuals** are available [here](#). To follow the conversation on social, use **#BestoftheWorld**.

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