

2025 LIST OF BEST TOURISM VILLAGES ANNOUNCED BY THE UNITED NATIONS WORLD TOURISM ORGANIZATION

January 2026

[The 2025 list of Best Tourism Villages has been announced](#), during a special ceremony in Huzhou City, China, by the [UN World Tourism Organization](#). In the fifth edition, 52 villages from Africa, the Americas, Asia, Europe and the Middle East, received the recognition, selected from over 270 applications from 65 UN Tourism Member States. Another 20 villages have been announced for the Upgrade Programme, joining the Best Tourism Villages (BTW) Network.



The BTW Network grows every year, and with its 72 new members, 319 villages are now part of the largest community of rural destinations in the world. During the ceremony, UN Tourism Secretary-General Zurab Pololikashvili highlighted that "Tourism can be a powerful tool to progress shared prosperity, inclusive growth and territorial cohesion in rural areas. Our Best Tourism Villages 2025 highlight communities that are working to safeguard their cultural heritage, preserve their natural resources and create economic opportunities through tourism. These villages show that by embracing tourism, they can promote social inclusion and build a future where no one is left behind."



[The Best Tourism Villages Initiative](#) was launched in 2021 by the UN World Tourism Organization to accelerate the role of tourism in rural development by valuing and safeguarding rural areas along with their associated landscapes, knowledge systems, biological diversity and cultural heritage. [This Initiative is part of the UN Tourism for Rural Development Programme](#).



The list of the 52 Best Tourism Villages by UN Tourism 2025 is presented in alphabetical order by village. [For all the Best Villages the website offers information on their main values](#):

Agaete, Spain; Akyaka, Türkiye; Aldea San Cristóbal El Alto, Guatemala; Anitli, Türkiye; Antônio Prado, Brazil; Arquà Petrarca, Italy; Asolo, Italy; Asuka, Japan; Barbaros, Türkiye; Bellano, Italy; Bled, Slovenia; Carlos Pellegrini, Argentina; Chamarel, Mauritius; Digang, China; Dongluo, China; Ezcaray, Spain; Flößerstadt Schiltach, Germany; Grand River South East, Mauritius; Hosszúhetény, Hungary; Huanggang, China; Jikai, China; Kale Üçağız, Türkiye; Kandelous, Iran; Kaştelir Labinci, Croatia; Khinalig, Azerbaijan; Kolochava, Ukraine; Koyasan, Japan; Krupa na Vrbasu, Bosnia Herzegovina; Loriga, Portugal; Lô Lô Châi, Viet Nam; Maimará, Argentina; Marktgemeinde Bad Hindelang, Germany; Masfout, United Arab Emirates; Mértola, Portugal; Mórahalom, Hungary; Muju Village, Republic of Korea; Murillo, Colombia; Neot Semadar, Israel; North Azraq, Jordan; Pacto, Ecuador; Pemuteran, Indonesia; Plateliai, Lithuania; Pont-Croix, France; Quynh Son Community-based Tourism Village, Viet Nam; Shafiabad, Iran; Shodoshima, Japan; Soheili, Iran; Synevyrnska Poliana, Ukraine; Tonosho, Japan; Valendas, Switzerland; Vila Nogueira de Azeitão, Portugal; Yangsuri, Republic of Korea.



Additionally, 20 villages have been selected to participate in the Upgrade Programme this year: Al-Bashandi Village, Egypt; Brihuega, Spain; Comuna Chiguirpe de la Nacionalidad Tsachila, Ecuador; Dawa Village, China; Evolène, Switzerland; Iraq Al-Amir, Jordan; Kemiren, Indonesia; Lolol, Chile; Meisenheim, Germany; Montagnana, Italy; Nari Village, Republic of Korea; Nopala de Villagrán, Mexico; Omonxona, Uzbekistan; Oosterend, Netherlands; Orduña, Spain; Parroquia Biblián, Ecuador; Quintandona, Portugal; San Javier y Yacanto, Argentina; San Martín de Unx, Spain; Sant'Andrea di Conza, Italy.

The Best Tourism Villages initiative comprises three pillars:

- *Best Tourism Villages Prize*: The Prize recognizes rural tourism destinations with accredited cultural and natural assets, a commitment to preserving community-based values, and a clear commitment to innovation and sustainability across economic, social, and environmental dimensions. [In particular, the Best Tourism Villages Prize aims to recognize a village which is an outstanding example of a rural tourism destination](#) with recognized cultural and natural assets, that preserves and promotes community-based values, products and lifestyle and has a clear commitment to sustainability in all its aspects, economic, social and environmental, with the fundamental aim of making tourism one of the drivers of positive transformation, rural development and community well-being.
- *Best Tourism Villages Upgrade Programme*: Supports high-potential villages on their journey to meet recognition criteria, helping them improve in areas identified as weaknesses during evaluation.
- *The Best Tourism Villages Network*: The members of the Network are those villages recognised as Best Tourism Villages by UN Tourism, and those selected to participate in the Upgrade Programme. The Network is a space for exchanging experiences and good practices, learning, and opportunities among its members, and it is open to contributions from experts and public and private sector partners engaged in the promotion of tourism as a driver for rural development.

In the four previous editions of the Prize, UN Tourism has received more than 800 applications from over 100 countries. Currently, the UN Tourism Best Villages Network, in addition to the 52 recognized in the 2025 edition, includes 180 villages worldwide, representing more than 60 countries across five regions of the globe.



[The World Tourism Organization invites all interested Villages to join this important Initiative in order to:](#)

- Make tourism one of the drivers of rural development and community well-being.
- Commit to sustainability in all its aspects -economic, social and environmental-.
- Gain visibility and international recognition as an outstanding example of a rural tourism destination.
- Be part of a global network of rural destinations.

The call for submissions for the sixth edition of the Prize will take place in the first quarter of 2026, opening a new opportunity for rural destinations to share their inspiring initiatives and get global recognition as tourism for rural development champions. All interested villages can find the information on the Initiative's website.

[To know more](#)

[News announcing the Best Tourism Villages 2025](#)

[The Best Tourism Villages Initiative website](#)

[Best Tourism Villages presentation](#)

[Best Tourism Villages Brochure](#)

[How to apply](#)

[Tourism for Rural Development Impact Report 2021-2025](#)

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[UN Tourism.int website](#)

