

Rough Guides reveals The 23 Best Places to Visit in 2023

Must-visit destinations from Antarctica to Leeds - The team asked readers and also picked the brains of their guidebook editors and local destination experts.

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-- The Rough Guide to The 23 Best
Places to Visit in 2023
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Travellers have trusted Rough Guides to help them plan adventures for over 40 years, and 2023 will be no different. Today, Rough Guides reveals its hotly anticipated guide to [the best destinations to visit in 2023](#).

“

Travelling in 2023 will be thoughtful, highly individual and personalised. Our list of 23 places is an inspiring mix of old favourites, lesser-known destinations and cities with special celebrations.”

René Frey, CEO

Highlights of the Rough Guides list include:

- Antarctica – for a trip-of-a-lifetime (or maybe just a fantasy!)
- Kanazawa, Japan – for stepped-back-in-time enchantment
- Korčula, Croatia – for laid-back lounging on one of the Adriatic’s greenest islands
- Leeds, England – for feeding your soul in the UK City of Culture 2023

- Osa Peninsula, Costa Rica – for incredible biodiversity and a 2023 solar eclipse
- Ljubljana, Slovenia – for green and clean travel through enchanting scenery
- Pembrokeshire, Wales – for Caribbean-esque beaches enjoyed responsibly
- Sydney, Australia – for footy thrills at the 2023 FIFA Women’s World Cup

[Reveal the complete list here](#)

To compile their inspiring (and sometimes surprising!) list, the Rough Guides team carried out an extensive reader survey and also picked the brains of their guidebook editors and local destination experts around the world. The resulting list has at its heart Rough Guides' commitment to adventurous, responsible and meaningful travel. This [A-Z of the best travel destinations for 2023](#) is guaranteed to inspire readers to get out there and embrace the new; a must-read for any travel lover.

Rough Guides CEO René Frey says: "Our readers are hungry for new travel experiences - in fact over 70% told us they want to visit somewhere new in 2023! But with the proliferation of social media, blogs and websites, many suffer from information overload. That's why curated content is more important than ever. At Rough Guides, we make sure our readers have access to carefully selected expert opinions as well as ideas from their peers. Travelling in 2023 will be thoughtful, highly individual and personalised, which is what travel information should be. Our list of 23 places for '23 is an inspiring mix of old favourites, lesser-known destinations and cities that will play host to special celebrations next year. Like everything we do at Rough Guides, this list is guaranteed to make travellers excited about getting out there and embracing the new."

ENDS -

Email press@roughguides.com for further information.

Notes to editor:

Raw survey data is available upon request

Rough Guides Head of Content Amy Hopkins or Rough Guides CEO René Frey are available for interviews

About Rough Guides

Founded in Singapore in 1970, Apa Publications is today an internationally-staffed company pushing the boundaries of what is expected of a travel publisher and constantly evolving to meet travellers' needs. With two travel brands, Rough Guides synonymous with practical travel tips and adventurous travellers and Insight Guides with a highly-visual and cultural focus, Apa has been serving travellers for over 50 years, providing services in three areas: publishing, tailor-made trips and bespoke brand service solutions.

Apa's combined publishing list comprises hundreds of full-colour print guidebooks coming in packages with free e-book downloads to support light packing and responsible travel.

The tailor-made trip offering makes planning and booking trips worldwide easy and hassle-free by matching travellers with local travel specialists who use their long standing insider knowledge to make each trip truly special.

Apa's bespoke brand services offer solutions to create and deliver bespoke promotion campaigns for brands with access to a wide travel audience.

Whatever a traveller needs, Apa provides a solution and service to help.

Franziska Wirth

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