Machu Picchu named the best tourist attraction in the world

Thursday 24 October, 2019

Colchester, Essex – ROL Cruise, the UK's No. 1 independent cruise retailer, has conducted a study that compares 25 of the most notable tourist attractions in the world, which has resulted in Machu Picchu topping the leaderboard.

The cruise retailer analysed multiple factors to determine the best attraction overall. This included the average online review score (TripAdvisor and Google); the hours of operation per week; entry prices; Instagram hashtag mentions; and UNESCO Heritage status.

Machu Picchu was determined to be the best tourist attraction in the world, coming in head and shoulders above the rest. Its near-perfect online reviews, free entry price and 24/7 opening hours helped it reach the top spot.

The top ten tourist attractions have been confirmed as:

1. Machu Picchu in Peru

2. Niagara Falls in Toronto

3. Christ the Redeemer in Rio De Janeiro

4. Golden Gate Bridge in San Francisco

5. Victoria Falls in Zambia

6. Mendenhall Glacier in Alaska

7. Gardens by the Bay in Singapore

8. St Peter's Basilica in Vatican City

9. The Colosseum in Rome

10. Angkor Wat in Cambodia

The London Eye and **Robben Island Museum** came 24th and 25th, respectively, in the list.

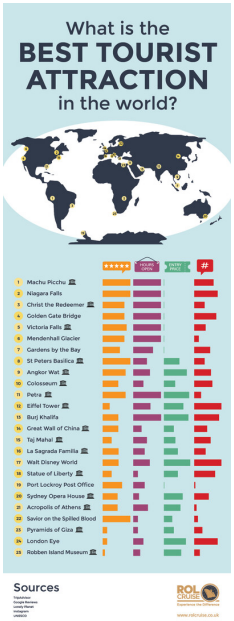
Sarah Wikevand, Managing Director of ROL Cruise said, "Interestingly, the better performing attractions were predominantly natural, historic or architectural attractions. We believe these scored better as many of them can't be regulated, and as such, benefit from free or low entry price. This also means some of the attractions don't have enforced opening hours, allowing round-the-clock access.

"Contrary to this, the more commercialised attractions, even those with a natural, historic or cultural importance, were lower in the rankings due to higher entry prices or limited opening hours. It could be suggested that online reviews fell slightly short as a result of these factors and the visitors' perceived expectations not being met."

View the survey results and analysis in full here: https://www.rolcruise.co.uk/blog/best-attraction-in-world
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For more information, visit www.rolcruise.co.uk
or telephone 0800 251 1005.

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ROL Cruise

T. 01787 313822
E. peppa@peptalkpr.co.uk
W. https://www.rolcruise.co.uk/

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