

Isle of Man named among Europe's ten most desirable islands

The Isle of Man has been named as one of the top ten Most Desirable Islands in Europe at the 2026 Wanderlust Reader Travel Awards, securing an impressive 8th place.

The recognition is a significant achievement for the Island, placing it alongside some of Europe's most celebrated destinations and reflecting the growing appeal of the Isle of Man as a place that offers extraordinary landscapes, rich heritage, unique culture and unforgettable visitor experiences.

The Wanderlust Reader Travel Awards are among the travel industry's most respected consumer-voted awards, with rankings determined by thousands of travellers sharing their favourite destinations from around the world.

Robert Cowell MHK, Minister for Enterprise, said:

'I am delighted to see the Isle of Man receive this recognition from one of the travel industry's most respected consumer awards.

'Being ranked among Europe's most desirable islands is much more than an accolade. It demonstrates the growing appeal of the Isle of Man as a destination and highlights the important contribution that tourism makes to our economy, our communities and our international reputation.

'The visitor economy supports businesses, jobs and investment across the Island, and recognition of this calibre helps strengthen our ability to attract new visitors, encourage repeat visits and showcase the Isle of Man to new audiences. I look forward to supporting the continued growth of this important sector and building on the momentum that achievements such as this create.'

Deborah Heather, CEO of Visit Isle of Man, added:

'To be named among Europe's ten most desirable islands is a fantastic achievement for the Isle of Man and a testament to everything that makes our Island such a special place to visit.

'This recognition is particularly meaningful because it comes directly from people who know and love the Island, whether they are residents who proudly champion where they live or visitors who have experienced all that the Isle of Man has to offer and taken the time to vote for us.

'We would like to thank everyone who voted for the Isle of Man and all those across the visitor economy who work so hard to create memorable experiences for our visitors. Achievements like this help raise the Island's profile on an international stage and reinforce our position as one of Europe's most distinctive

destinations.'
The award follows continued efforts to grow awareness of the Isle of Man as a leading visitor destination, showcasing the Island's unique blend of nature, culture, heritage, events and outdoor experiences to audiences across the British Isles and beyond. Recognition from visitors themselves reinforces the Isle of Man's position as an extraordinary place to visit and provides a valuable platform to inspire even more people to discover the Island in the years ahead.
View full list of winners here.