# London crowned world’s best city for tenth year amid thriving hospitality surge



A recent stroll through London, far from the daily grind and political pessimism, painted a vivid picture of a city not in decline but brimming with quiet confidence and resilience. Despite frequent negative commentary by figures like Rachel Reeves and leadership under Keir Starmer and Sadiq Khan, London continues to embody a spirit reminiscent of the Blitz era, characterised by unyielding optimism and vitality. This resilience is evident not only in the city’s vibrant street life and cultural offerings but also in its growing reputation as a global hub for prosperity and ambition.

London’s robust appeal is underscored by a string of prestigious accolades. Ipsos recently crowned London as the world's best city for the tenth consecutive year, highlighting its unmatched “resilient spirit and global appeal” despite challenges such as Brexit, geopolitical tensions, and economic uncertainty. The city leads in the ‘lovability’ index, excelling in nightlife and airport connectivity, and tops categories that measure livability and prosperity. CNN Traveller echoed these sentiments, emphasising London’s cultural richness, attractions, and international reputation, further solidifying its standing as the world’s most lovable city for 2025. These findings are supported by TripAdvisor, which named London the top global destination in its 25th anniversary edition, praising its culinary scene and deep heritage, and ranking it highly as a food and cultural hotspot.

Such recognition starkly contrasts with the narrative of decline often portrayed in political discourse. Indeed, London outshines other major cities like New York and Paris across multiple metrics of urban success, including being the most desirable city for high-skilled overseas workers, surpassing competitors like Berlin and Barcelona. This allure extends beyond economics; London reportedly holds the title as one of the most sexually active and even most unfaithful cities according to data from a secret affairs website, suggesting a vibrant, if complex, social scene.

The city’s dynamic hospitality sector further illustrates its economic health, with a notable increase in the opening of high-class restaurants—nearly 300 new eateries in 2024 alone, up from previous years. This surge is complemented by ambitious ventures from entrepreneurs like Petros Stathis, a Greek-born restaurateur whose impressive portfolio includes some of London’s trendiest and most exclusive venues. Stathis’s upcoming openings of the luxury rooftop bar and restaurant CÉ LA VI in Paddington Square and a branch of the Mediterranean powerhouse NAMMOS near Berkeley Square underscore London’s ongoing draw for top-tier international investment and cultural innovation.

Stathis’s enthusiasm for London is deeply telling. He remarked, “I know some people think London is in a bit of a funk right now but in reality this is a city which has never been out of fashion—and never will be.” His perspective, reflecting a broader truth, suggests that London’s allure and strength lie not just in its past glories but in its capacity to reinvent and sustain itself amid contemporary challenges. Such confidence could serve as a much-needed counterbalance to the misgivings voiced by some political figures, reminding both citizens and leaders alike of the city’s unique place on the global stage.

In essence, London's enduring success story is one of resilience, cultural richness, and economic vitality. Despite political doubts and external pressures, the city continues to thrive, attracting talent, tourists, and investment, ensuring it remains a beacon of opportunity and vibrancy well into the future.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit), [[2]](https://www.ipsos.com/en/london-takes-first-place-2025-worlds-best-cities-report), [[3]](https://us.cnn.com/2024/11/30/travel/travel-news-worlds-best-cities-2025/), [[6]](https://www.ipsos.com/en-uk/boost-uk-london-voted-one-worlds-top-three-cities-global-study), [[7]](https://timesofindia.indiatimes.com/travel/travel-news/london-crowned-worlds-best-city-for-10th-consecutive-year-no-indian-cities-on-the-list/articleshow/115557513.cms)
* Paragraph 3 – [[1]](https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit), [[4]](https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Destinations-2025), [[5]](https://www.the-independent.com/travel/news-and-advice/london-2025-best-destinations-tripadvisor-b2676327.html)
* Paragraph 4 – [[1]](https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit), [[3]](https://us.cnn.com/2024/11/30/travel/travel-news-worlds-best-cities-2025/), [[6]](https://www.ipsos.com/en-uk/boost-uk-london-voted-one-worlds-top-three-cities-global-study)
* Paragraph 5 – [[1]](https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit)

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## Bibliography

1. <https://www.express.co.uk/news/uk/2070817/london-rediscovering-blitz-spirit> - Please view link - unable to able to access data
2. <https://www.ipsos.com/en/london-takes-first-place-2025-worlds-best-cities-report> - London has been named the world's leading city in the 2025 World's Best Cities report, marking its tenth consecutive win. The report evaluates cities based on livability, lovability, and prosperity. London excels in the lovability index, ranking first, and is particularly strong in nightlife and airport connectivity. New York City overtakes Paris for the second-place spot, affirming its status as a global hub for culture and finance. ([ipsos.com](https://www.ipsos.com/en/london-takes-first-place-2025-worlds-best-cities-report?utm_source=openai))
3. <https://us.cnn.com/2024/11/30/travel/travel-news-worlds-best-cities-2025/> - CNN reports that London has topped the 2025 World's Best Cities ranking for the tenth consecutive year, also leading in the 'lovability' category. The ranking assesses cities on livability, lovability, and prosperity, with London leading in culture, attractions, nightlife, dining, and international reputation. Paris and New York follow in the top three most lovable cities. ([us.cnn.com](https://us.cnn.com/2024/11/30/travel/travel-news-worlds-best-cities-2025/?utm_source=openai))
4. <https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Destinations-2025> - TripAdvisor's 2025 Travellers' Choice Awards have named London the world's top destination, recognising its culinary scene and rich arts and heritage offerings. The city also ranks second in the world for food destinations and third for cultural hotspots. Additionally, London tops TripAdvisor's special 25th anniversary list, highlighting its enduring appeal over the past quarter-century. ([tripadvisor.mediaroom.com](https://tripadvisor.mediaroom.com/Travellers-Choice-Best-of-the-Best-Destinations-2025?utm_source=openai))
5. <https://www.the-independent.com/travel/news-and-advice/london-2025-best-destinations-tripadvisor-b2676327.html> - The Independent reports that London has been named the world's most popular destination for 2025 in the 25th anniversary edition of the Tripadvisor Travellers' Choice Awards. The UK capital took the top spot from Dubai, recognised for its culinary scene and rich arts and heritage offerings. London also ranks second in the world for food destinations and third for cultural hotspots. ([the-independent.com](https://www.the-independent.com/travel/news-and-advice/london-2025-best-destinations-tripadvisor-b2676327.html?utm_source=openai))
6. <https://www.ipsos.com/en-uk/boost-uk-london-voted-one-worlds-top-three-cities-global-study> - Ipsos reports that London has been voted one of the world's favourite cities in a global survey covering 18,000 people in 24 countries. The survey assesses cities based on livability, lovability, and prosperity, with London ranking second overall and first among European cities. London also ranks highly in categories such as best place to live, visit, and do business. ([ipsos.com](https://www.ipsos.com/en-uk/boost-uk-london-voted-one-worlds-top-three-cities-global-study?utm_source=openai))
7. <https://timesofindia.indiatimes.com/travel/travel-news/london-crowned-worlds-best-city-for-10th-consecutive-year-no-indian-cities-on-the-list/articleshow/115557513.cms> - The Times of India reports that London has secured its position as the world's best city for the tenth consecutive year, according to the World's Best Cities rankings. The British capital outperformed other major cities worldwide, including New York, Paris, and Tokyo, solidifying its status as a cultural and economic powerhouse. ([timesofindia.indiatimes.com](https://timesofindia.indiatimes.com/travel/travel-news/london-crowned-worlds-best-city-for-10th-consecutive-year-no-indian-cities-on-the-list/articleshow/115557513.cms?utm_source=openai))