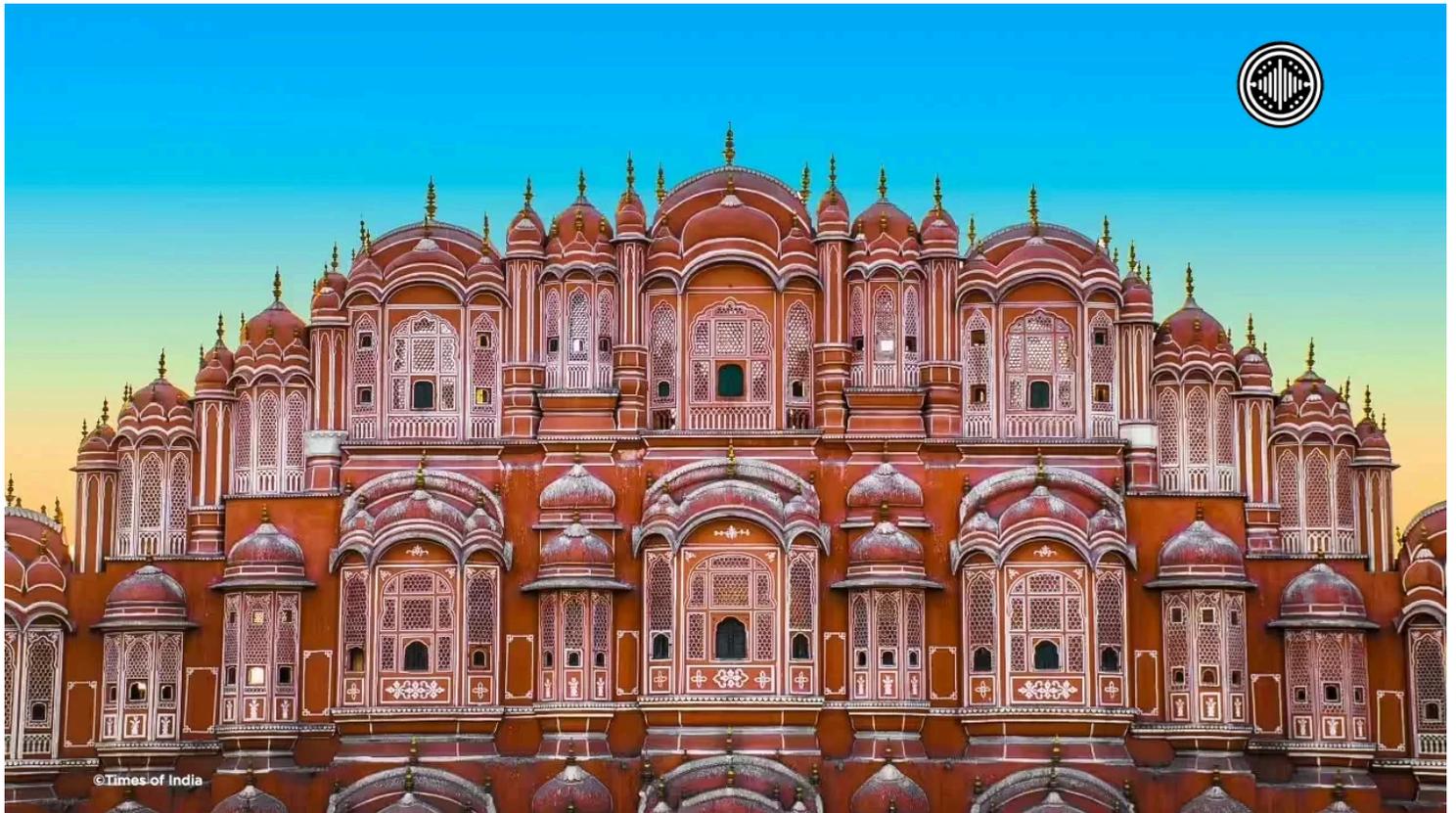# OpenVoiceNews India

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Jaipur Tops Florence to Rank as World's 5th Best City in Travel + Leisure's 2025 Survey

July 23, 2025

— *Categories: Economics*

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Jaipur, India's celebrated "Pink City," has been named the **5th Best City in the World** by *Travel + Leisure's 2025 World's Best Cities Survey*, outperforming iconic global destinations such as Florence. Known for its rich cultural legacy, vibrant architecture, and royal hospitality, Jaipur's recognition highlights its growing global appeal.

The survey, which reflects the preferences of international travelers, ranked cities based on criteria like landmarks, culture, cuisine, friendliness, and shopping. Jaipur stood out for its majestic palaces, historic forts, colorful bazaars, and a seamless blend of tradition and modern amenities.

The city is home to three UNESCO World Heritage Sites: the Amber Fort, Jantar Mantar, and the Walled City, all of which played a key role in bolstering its score. With a reader rating of approximately 91.33, Jaipur surpassed Florence, which scored around 90.08 and placed just outside the top ten.

Topping the list were San Miguel de Allende (Mexico), Chiang Mai (Thailand), Tokyo (Japan), and Bangkok (Thailand). Jaipur was the only Indian city to secure a spot in the top five.

Local tourism authorities have welcomed the recognition, seeing it as validation of the city's efforts in promoting cultural tourism and maintaining heritage infrastructure. Stakeholders believe the ranking will further boost both domestic and international footfall, bringing greater focus to India's tourism potential.

This development also signifies a global travel shift, with tourists increasingly favoring destinations that offer authenticity, heritage, and immersive experiences over commercialized travel spots.

As Jaipur earns its place among the world's elite travel destinations, it continues to showcase the enduring charm of India's historical and cultural richness on a global stage.