

Marbella top spot in best beach ranking

MARBELLA has the best rated beaches in Spain, a new study shows.

It is followed by Ibiza and Lanzarote respectively.

This was revealed by Oak Power Communication (OPC) which studied the position in international media of Spanish tourism brands amongst 600 journalists around the world.

Research shows that the region of Andalucía enjoys the best 'brand image' in Spain.

As a general tourist brand, Andalucía was rated 7.9 out of 10 by journalists, followed by Madrid and Barcelona, with 7.3 and 7.1.

"Journalists value Andalucía's purely Spanish spirit, strength and passion, as well as the enormous improvement in infrastructure and the quality of services in the past years," Maria Asenjo from OPC explained.

Madrid has the best image as a tourist city, with the Museo del Prado; and the Camino de Santiago wins in the category of natural destinations.

And with high profile visitors like Michelle Obama, it is hardly surprising that Marbella was voted the third trendiest and one of the most fashionable cities in Spain.