



## Free ride: Europe's cities ranked for freebies

	European city	Free attractions	Free tours	Free events	Free city WiFi	Free accommodation	Free water	Score
<b>1</b>	London	275	14	980	726,624	175,990	1	<b>100,00</b>
<b>2</b>	Paris	283	27	686	391,855	205,926	1	<b>92,11</b>
<b>3</b>	Berlin	543	22	277	86,303	112,094	1	<b>72,47</b>
<b>4</b>	Madrid	85	55	272	165,995	86,413	1	<b>66,75</b>
<b>5</b>	Amsterdam	407	12	649	128,950	39,727	1	<b>64,97</b>
<b>6</b>	Milan	324	10	646	211,507	46,070	1	<b>63,93</b>
<b>7</b>	Barcelona	117	16	771	176,253	74,234	1	<b>62,71</b>
<b>8</b>	Lisbon	188	52	95	50,820	21,014	1	<b>55,43</b>
<b>9</b>	Rome	224	9	267	235,643	58,306	1	<b>53,17</b>
<b>10</b>	Krakow	409	22	2	23,286	37,786	1	<b>51,32</b>
<b>11</b>	Prague	283	11	70	97,726	44,397	1	<b>46,38</b>
<b>12</b>	Dublin	138	5	484	72,640	32,846	1	<b>45,42</b>
<b>13</b>	Warsaw	295	6	12	44,163	74,367	1	<b>45,17</b>
<b>14</b>	Brussels	153	10	137	127,546	40,962	1	<b>42,80</b>
<b>15</b>	Munich	108	3	264	101,235	53,274	1	<b>41,57</b>
<b>16</b>	Moscow	43	21	11	277,688	188,626	0	<b>38,34</b>
<b>17</b>	Venice	51	8	431	24,583	11,214	1	<b>38,24</b>

<b>18</b>	Vienna	143	3	77	86,435	49,746	1	<b>38,02</b>
<b>19</b>	Edinburgh	49	5	340	37,297	12,806	1	<b>35,51</b>
<b>20</b>	Budapest	101	7	16	62,267	43,923	1	<b>35,24</b>
<b>21</b>	Hamburg	27	6	86	59,457	50,512	1	<b>34,05</b>
<b>22</b>	Stockholm	47	11	23	93,345	27,053	1	<b>33,96</b>
<b>23</b>	Frankfurt am Main	44	3	201	22,847	28,064	1	<b>32,63</b>
<b>24</b>	Florence	13	12	63	91,300	12,202	1	<b>32,25</b>
<b>25</b>	Copenhagen	32	5	32	80,837	33,800	1	<b>31,53</b>
<b>26</b>	Istanbul	37	10	47	111,483	197,145	0	<b>30,50</b>
<b>27</b>	Zurich	60	0	66	53,982	23,097	1	<b>29,50</b>
<b>28</b>	Sofia	68	4	0	39,384	13,910	1	<b>28,54</b>
<b>29</b>	Dusseldorf	38	1	30	13,655	16,279	1	<b>26,30</b>
<b>30</b>	Geneva	11	1	34	26,587	10,390	1	<b>25,08</b>
<b>31</b>	Nice	23	1	18	19,312	10,832	1	<b>25,03</b>
<b>32</b>	Rhodes	11	0	0	36,38	363	1	<b>22,19</b>
<b>33</b>	Saint Petersburg	37	0	6	71,589	93,490	0	<b>13,53</b>
<b>34</b>	Athens	20	20	17	68,634	23,283	0	<b>13,49</b>
<b>35</b>	Antalya	4	2	0	7,221	16,658	0	<b>2,85</b>
<b>36</b>	Heraklion	3	0	0	2,807	1,433	0	<b>0,28</b>
<b>37</b>	Edirne	4	0	0	826	1,382	0	<b>0,26</b>
<b>38</b>	Artvin	0	0	1	13	449	0	<b>0,00</b>

## How the ranking works

The European cities included in the study were those which had the highest number of arrivals in the [MasterCard 2016](#) and [Euromonitor 2017](#) reports.

### Ranking factors

1. Free attractions: the number of free attractions in each city all year round. *Source:* [TripAdvisor](#)
2. Free events: the number of free culture and business events in each city. *Source:* [Eventbrite](#)
3. Free water: the cities with drinkable tap water (with 1 indicating 'yes' and 0 indicating 'no'). *Source:* multiple
4. Free tours: the number of free tours available in each city. *Source:* [Freetour.com](#)
5. Free Wi-Fi: the number of free Wi-Fi hotspots available in each city. *Source:* [Wiman](#)
6. Free accommodation: the number of hosts offering free lodging in each city. *Source:* [Couchsurfing](#)

### Scoring

- Factors were weighted equally
- Each factor was standardized and scored using a scale of 0-1
- An average score was calculated for each city
- The final scores were standardized from 0 - 100, with 0 being the lowest score, and 100 the highest