

...PREFERRED DESTINATIONS VARY DEPENDING ON REGION OF ORIGIN...

The Startup Heatmap Europe data shows different preferred hubs emerging in all regions

Highest ranked* hubs cited by Founders based on their region of origin

Number in brackets compares difference in region rank versus the overall rank of hubs based on Founders' preferred location choices

WESTERN EUROPE	EASTERN EUROPE	SOUTHERN EUROPE	NORTHERN EUROPE
Berlin (0)	London (+1)	London (+1)	London (+1)
London (0)	Berlin (-1)	Berlin (-1)	Berlin (-1)
Amsterdam (0)	Amsterdam (0)	Amsterdam (0)	Stockholm (+4)
Barcelona (0)	Barcelona (0)	Lisbon (+1)	Amsterdam (-1)
Munich (+3)	Dublin (+1)	Barcelona (-1)	Tallinn (+7)
Hamburg (+11)	Warsaw (+9)	Dublin (0)	Dublin (0)
Vienna (+3)	Prague (+9)	Zurich (+4)	Barcelona (-4)
Paris (+5)	Vienna (+2)	Tallinn (+4)	Copenhagen (+1)
Stockholm (-2)	Lisbon (-4)	Copenhagen (0)	Riga (+13)
Zurich (+1)	Copenhagen (-1)	Munich (-2)	Helsinki (+10)

- The Startup Heatmap Europe data shows different preferred hubs emerging in all regions. For Northern Europeans Stockholm, Tallinn, Riga, and Helsinki emerge as top 10 contenders
- In Western Europe sees Munich, Hamburg, Vienna, Paris, and Zurich climbing up the ranks. In the East, we have Warsaw and Prague as the strongest regional hubs, which are both improving by 9 ranks compared to the overall ranking
- Southern Europe, too, has two attractive ecosystems with Lisbon and Barcelona, who have even developed a strong international appeal

Source:  Startup Heatmap Europe, <http://www.startupheatmap.eu/>

Note: *The Startup Heatmap Europe (<http://www.startupheatmap.eu>) study is based on a survey of European founders asking them about their location preferences and mobility choices. The dataset included 702 responses collected from November 2015 until March 2016. The numbers do not even out due to the positive impact of migration into Europe from third countries, which leads to an overall surplus for the whole of Europe.

