

Hogwarts is top fictional world

Harry Potter's Hogwarts has been crowned the "most beautiful fictional world of all time", in a new study of the most enchanting settings.

The magical setting imagined by Edinburgh-based author JK Rowling came top in the study, which analysed Instagram and Pinterest data and monthly Google searches.

It beat Skyrim from the role-playing video game and Lewis Carroll's Wonderland in the rankings by entertainment site CSGO Luck, with Gotham City, home to Batman, and Narnia, the fantasy world created by C.S. Lewis for his series of children's novels including The Lion the Witch and the Wardrobe completing the top five.

Researchers analysed the visual allure of the fictional worlds to find those that proved most inspiring. Each world was awarded a score out of 100 based on average monthly Google searches, Instagram hashtags and Pinterest posts to rank them from most to least aesthetic.

Hogwarts School of Witchcraft and Wizardry, often said to have been inspired by George Heriot's School in Edinburgh, was crowned top with a score of 97.83, after boasting 8,504,357 Instagram posts and over 3129 monthly Google searches.

Hogwarts, with its ancient castle, mysterious corridors and dark academia, was hailed as "a beacon of iconic nostalgia –

and reigns supreme for visual appeal”.

Skyrim, the frostbitten realm of the Nords, scored 86.5 out of 100, boasting 3835 monthly Google searches and 1,931,112 hashtags on Instagram.

A central part of the Elder Scrolls saga, Skyrim was noted for its “breathtaking vistas, open-world gameplay, and deep lore”.

Wonderland attracted 66.8 points attracts 644 Google searches per month but has inspired 4,865,162 Instagram posts thanks to its “continuously unfolding kaleidoscope of vibrant colors and dream-like events, which clearly strike a chord with fans”.

Gotham City scored 61.4 and was hailed as “a living, breathing character, depicted vividly across comics, movies, and television series”, while Narnia at 54.4 enchanted fans with its tales of magic, myth, and monarchy.

The top ten fictional worlds also included Baldur’s Gate, Zion, Middle earth, Atlantis and Equestria.

A CSGO Luck spokesperson said: “The study not only unveils the most enchanting fictional settings of our time but also offers a deeper understanding of what draws people into these worlds.

“It’s clear that these are not just escapes from reality – they are vibrant landscapes where complex themes of heroism, exploration, and morality are played out.

“Each world, from the mystical corridors of Hogwarts to the rugged lands of Skyrim, serves as a mirror to our own world, reflecting back at us our fears, our hopes, and our dreams.

“They allow us to experience great adventures, offer us a way to rethink our narratives and imagine possibilities beyond the constraints of our reality, continuing to captivate and inspire new and existing fans alike.”



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