2018 READERS’ CHOICE AWARDS
BEST IN THE WORLD

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Quiet, Small, Subtlet. This is what travelers seem to be craving this year. How do we know? Well, our 2018 survey, conducted this year, showed that more travelers than ever before were looking for experiences that were not just about the destination but about the journey itself. We found that over 80% of travelers are looking for experiences that are unique and authentic, and that they are willing to pay more for them.

In response to this trend, the hospitality industry has been innovating and adapting. Many hotels are now offering experiences that are designed to engage travelers on a deeper level. From immersive food and beverage programs to unique wellness experiences, these hotels are catering to the needs of today's travelers.

The results of our survey also showed that the trend of experiential travel is not going away anytime soon. In fact, it is expected to continue growing in the coming years. This is a great opportunity for hotels to differentiate themselves in the marketplace and attract the attention of today's discerning travelers.

In conclusion, the hospitality industry is in a prime position to seize the opportunity presented by this trend. By focusing on providing unique and authentic experiences, hotels can differentiate themselves and attract travelers who are looking for more than just a place to sleep.

*Photo credit: Michael Massaia*