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Travel + Leisure readers' survey tracks progression of travelers

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Travel + Leisure's World's Best Awards 2015

By STAFF REPORTS

For the past two decades Time Inc.'s Travel + Leisure has asked readers to rank the world's top hotels, airlines, cruise lines, airports and cities.

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Asking for reader insights helps to personalize Travel + Leisure's content, and suggestions from peers are often taken as more authentic than recommendations made by those in the travel field. As a trusted voice in travel, publications that streamline the opinions of their readers create a more in-depth and accurate portrayal of where its audience prefers to go, stay and explore.

Travel insiders

Readers of Travel + Leisure ranked Kyoto, Japan as the number one city in the world.

This year, the city of Kyoto saw the opening of Starwood Hotels and Resorts' Luxury Collection first Japan property, The Suiran.

The hotel, owned by Mori Trust Co., Ltd., is based on a ryokan, or Japanese inn, designed to give guests an intimate experience. While this is the first hotel in Japan for the Luxury Collection, it joins 23 other properties in the Asia Pacific region ([see story](#)).



Luxury Collection, Kyoto

In terms of the world's best hotels, Travel + Leisure readers voted Four Seasons Hotel, Istanbul at Sultanahmet, The Peninsula Shanghai and Sunset Key Guest Cottages, a Luxury Collection Resort into the top 10.

Twenty years of results have also allowed Travel + Leisure to track the travel preferences of its readers. For example, in 1996 when the survey launched, no Indian hotel properties made the top 100, but now India's The Oberoi Udaivilas ranks number one.

In a statement, Travel + Leisure editor Nathan Lump said, "Twenty years since the awards were created, they showcase a widely changed travel landscape, one in which exotic destinations, intimate hotels and one-of-a-kind experiences stand out from the crowd – the preferences of individuals who have been all around the world and are seeking out ever more distinctive travel options."

Results from the 20th annual [World's Best Awards 2015 readers' survey](#) were released online July 8. The print adaptation of the survey will appear in the August issue, hitting newsstands July 17.

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