

AUGUST 2018

# TRAVEL + LEISURE

## THE WORLD'S BEST AWARDS 2018

The No. 1 Hotel  
in the World. Turn  
to page 25 to find  
out what it is.

HOTELS / CITIES / ISLANDS / CRUISES / AIRLINES + MORE

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# Tour Operators & Safari Outfitters

From biking in Burgundy to gorilla-trekking in Rwanda, active, adventure-filled vacations have grown in popularity, and that's the focus of many of this year's winners.



Alluring Africa, founded by native Kenyan Sunit Sanghrajka, creates customizable wildlife trips to destinations such as Tanzania's Serengeti National Park.

## TOP 10

### TOUR OPERATORS

- 1 **Artisans of Leisure**  
98.99
- 2 **ATJ (formerly Asia Transpacific Journeys)**  
97.32
- 3 **Classic Journeys**  
96.58
- 4 **Adventure Unbound, a ROW Company**  
96.11
- 5 **DuVine Cycling & Adventure Co.**  
95.70
- 6 **Trek Travel**  
95.65
- 7 **TCS World Travel**  
95.41
- 8 **Journeys Within, a Wild Frontiers Company**  
95.33
- 9 **VBT Bicycling & Walking Vacations**  
95.12
- 10 **Tauck**  
94.96

## TOP 10

### SAFARI OUTFITTERS

- 1 **Alluring Africa**  
99.64
- 2 **Roar Africa**  
98.60
- 3 **Africa Adventure Consultants**  
97.76
- 4 **Rothschild Safaris**  
97.33
- 5 **Micato Safaris**  
97.24
- 6 **Extraordinary Journeys**  
96.67
- 7 **Travel Beyond**  
96.65
- 8 **Lion World Travel**  
96.57
- 9 **Deeper Africa**  
96.46
- 10 **Wilderness Safaris**  
95.83

## WINNER SPOTLIGHT ARTISANS OF LEISURE



Claiming the No. 1 tour-operator spot for the first time is New York City-based Artisans of Leisure ([artisansofleisure.com](http://artisansofleisure.com)), founded by Ashley Ganz. The company offers private touring in more than 70 countries across six continents, with a focus on cultural experiences. Tastes, Ganz says, have changed quite a bit since she started her business in 2003. "Hyper-customization is the new normal. People have more information, which means they have more inspiration—and our specialty is combining different interests into one itinerary. Clients will say, 'I want to hike, but also do a cooking class and go to this boutique I was reading about.' Now, more than ever, we try to customize every minute."

Ganz adds that the Middle East is back on her clients' radar. "Nobody asked about Beirut for so long—and now it's unbelievable to see the amount of demand for that city." Turkey is also trending again, and North African destinations, too, like Egypt and Morocco.

Other big interests? The arts. "We get frequent requests for ceramics tours in Japan. In Portugal, it's about traditional decorative arts like tile making." Heritage travel continues to be popular, with new regions opening up in that category. "We've always planned Jewish-focused itineraries in Central and Eastern Europe, but are now expanding into Belgium, the Baltics, and Scandinavia."