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New Year, New You: Re-build Your Bucket List with Booking.com's Top Culture Destinations

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According to [Booking.com](#) research polling 34,000 respondents across 17 global markets, we are all striving to achieve more trip diversity in our travels. As the global leader in connecting travelers with the widest choice of incredible places to stay, Booking.com advised that two thirds (66%) of global travelers said they wanted to add a completely new travel experience next year to what they'd done last year.*

Given our adventurous appetite, why not start by building a better bucket list? One that's a notch or two higher on the intrepid scale with destinations that have just as much wow factor as, say, the Inca trail, but far fewer tourists.

To help travelers tap into their adventurous side, Booking.com used traveler recommendation data to compile this list of places you may never have heard of or are pretty far off the beaten track, that you need to visit. All of these destinations have been highly approved by Booking.com customers, 95% of whom recommended them to other travelers.

Here's a list for culture vultures, laying out the best but lesser-known gems for those seeking a taste of the arts:

- 1. Recanati, Italy**
- 2. Jaisalmer, India**
- 3. Viljandi, Estonia**
- 4. Ait Benhaddou, Morocco**
- 5. Borobudur, Indonesia**
- 6. Uluru, Australia**
- 7. Barichara, Colombia**
- 8. Vézelay, France**
- 9. Flores, Guatemala**

Read the full release on Booking.com's global newsroom - [HERE](#).

** This data was taken from a global survey of 34,000 nationally representative respondents across 17 markets. Respondents had to be 18 years of age or older, had to have travelled at least once in 2015 and be planning at least one trip for 2016. All respondents had to be at least part of the decision-making process when planning most of their trips. Data was collected in October 2015.*

About Booking.com:

Booking.com is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property - from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees - ever. The Booking.com website is available in 42 languages, offers over one million hotels and accommodations including more than 560,000 vacation rental properties and covers over 95,000 destinations in 224 countries and territories worldwide. It features over 40M reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 19 years of experience and a team of over 13,000 dedicated employees in 184 offices worldwide, Booking.com operates its own in-house customer service team, which is available 24/7 to assist guests in their native

languages and ensure an exceptional customer experience.

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