



December 20, 2017

From Brisbane to Bogota, Booking.com Reveals Ten Up and Coming Destinations for 2018

NEW YORK, December 20, 2017 /PRNewswire/ --

Booking.com, the global leader in connecting travelers with the widest choice of incredible places to stay, announces 10 of the top emerging destinations for 2018.

Research reveals^[1] that nearly half of global travelers (47%) want to take more trips in 2018, including city getaways full of history and culture (41%) to foodie havens (41%) and beach breaks (50%). Nearly half of those (45%) want to be more adventurous in their choice of destination and 60% want to do as many activities as possible, so whether a night owl, sun worshipper, foodie or culture vulture there's something for everyone to enjoy for next year's getaway.

For U.S. travelers the following stand out as emerging destinations for 2018.

Sapporo, Japan

Many travelers visit Japan for the bustling nightlife of Tokyo or temples of Kyoto, but in 2018 travelers will switch to explore the dynamic city of Sapporo. This city is a great base for exploring the mountains and hot springs of Hokkaido and offers great restaurants, being known best for its variety of seafood. Sapporo's top endorsements by Booking.com travelers include food, seafood and gourmet food, and with four in ten global travelers planning on taking a food and drink trip in 2018, Sapporo is certainly a destination to consider for its thriving food scene alone.

Where to stay: Japanese style inns or 'ryokans' are a great place to stay to truly experience Japanese culture. Booking.com recommends [Guest House Yuyu](#), a homely stay which offers bike hire to easily explore the city.

Nashville, USA

Nashville may be famous for its legendary country music scene, but it's also great for family activities and outdoor pursuits. Music fans will want to browse the museums dedicated to Johnny Cash and Willie Nelson, and catch some live music in bars across the city's vibrant neighborhoods. Nature lovers will want to explore the city's many parks, easily accessible by foot or bike. In 2018, 17% of travelers are planning to take a music concert or festival trip, and 36% of travelers will be inspired to visit a destination having seen it on TV. Nashville is on the rise following the success of the drama series named after it. The top endorsements for Nashville by Booking.com travelers are live music, country music, entertainment and nightlife.

Where to stay: Stay at the [SoBro Guest House](#) to check out the music scene by foot - the Country Music Hall of Fame and Museum is only 350 yards away. While Both Bridgestone Arena and Ryman Auditorium are less than 11 minutes' walk away.

Bucharest, Romania

The elegant city of Bucharest is new to the alternative city break scene and a great option because of its museums, parks, trendy cafés and mix of art nouveau and modern architecture. In the summer make sure to rent a boat in Cișmigiu Gardens and come winter, hunker down in one of the city's many cozy coffee shops. The top endorsements for Bucharest by Booking.com travelers are architecture, food, museums and the old town. Research revealed that 41% of travelers are planning to take a city break in 2018, so make sure to include Bucharest.

Where to stay: The city is full of incredible apartments to stay - [Diana's Flat Bucharest](#) has beautiful views of the river and a great location, being walking distance to Old Town, Palace of Parliament and Cismigiu Gardens.

Zakopane, Poland

The stunning mountain resort of Zakopane has always been popular for ski holidays but it's attracting more and more travellers for its summer hiking in Tatra National Park. The trend for wellness getaways isn't slowing down for 2018, with almost double the amount of people planning to take a health and wellbeing trip in 2018 compared to 2017. The new health

and wellness trend for 2018 is set to be more about travelling on two feet with 44% of travellers saying they want to go walking in 2018 and 33% hiking. The top endorsements for Zakopane by Booking.com travellers are hiking, nature, mountain walks and scenery.

Where to stay: [Villa Nova](#) is alpine luxury at its best, offering mountain views and set in a great location, walking distance to the popular Krupówki pedestrian street with its many restaurants and shops.

Taitung City, Taiwan

Though relatively unknown, Taitung City, the relaxed coastal town of Taiwan, has modest charm, cultural diversity and mix of mountains, hot springs, temples and ocean activities, and is the rise for travelers in 2018. Endorsed by Booking.com travelers for nature, relaxation, seaside and clean air it's definitely one to watch. Head to Green Island for diving, snorkeling and hiking, buy seafood from Fugang Port, relax in Jhihben hot springs and visit Taitung night market to indulge in the local delicacies.

Where to stay : Taitung City is full of cozy homestays with hosts who offer great tips for exploring, and will help plan trips. [HANA Homestay](#) offers a delicious breakfast, modern rooms and bicycles for exploring the area.

Brisbane, Australia

When most think of Australia, it's usually the popular cities of Sydney and Melbourne that come to mind, but for a trip down under, why not try the metropolitan city of Brisbane, an up and coming destination for 2018. Travelers will love its restaurant and bar scene, vineyards - and the fact it's surrounded by beautiful beaches. With half of travelers planning to take a beach trip in 2018, Brisbane is a great option. Go surfing at Ocean Beach, soak up the sun at Sylvan Beach, spot dolphins at Red Beach or hang out at the beach style lagoons such as Streets Beach and Settlement Cove. As well as beach life, Brisbane is great for shopping, restaurants, relaxation and entertainment, according to endorsements from Booking.com travelers.

Where to stay: [Soda Apartments](#) is luxury accommodation on South Bank just eight minutes' walk to the beach and offers an outdoor rooftop pool, which gives incredible 360 views of the city.

Bogotá, Colombia

Beautiful Bogotá is on the rise for 2018, being the hectic heart of Colombia and a great base for exploring the wider country. Travelers will appreciate the new restaurant openings and boutique hotels set amongst 300 year old houses, street art murals and museums. Visitors can explore the city by railway, taking in the sights and sounds of the Colombian capital, and it's essential to try some authentic Colombian coffee from one of the many cafes dotted around the city. Booking.com travelers endorsed it for museums, culture, food and friendly people.

Where to stay: The stylish [Serie 1948](#) is a homely Bed & Breakfast located in a quiet neighborhood near to bars and restaurants. It offers guests bike hire, a sun terrace, garden and locally sourced coffee and food.

Portland, USA

The fact that the city's unofficial slogan is "*keep Portland weird*" should be suitably intriguing, but if that doesn't do it Oregon's largest city offers a buzzing nightlife, fantastic food (there's food trucks on every corner), culture and the great outdoors. Best explored by bike, take a trip to one of the city's many infamous breweries, and nature lovers will love Forest Park and 'City of Roses' at the International Rose Test Garden. Booking.com travelers' top endorsements for Portland are beer, food, restaurants and shopping.

Where to stay: The [9th Avenue Apartment by Stay Alfred](#) offers guests modern and stylish apartments with great views in downtown Portland, near to Portland Art Museum and Governor Tom McCall Waterfront Park.

Lima, Peru

Travelers will need high energy levels to take on Lima - from paragliding to partying, and sunbathing to surfing, where to start? The city is becoming more popular for travelers in 2018 and is a great place to spend a few days exploring thanks to the delicious food, rich history and museums. As well as culture and history, Lima is endorsed for food and gourmet food by Booking.com travelers, who love the fact Lima is known as the gastronomic capital of Latin America - so make sure to sample some local delicacies by taking one of the tasty food tours.

Where to stay: Right next to the beach, [The Lot Boutique Hotel](#) is more of a home than a hotel, and offers guests a relaxing stay with a delicious daily breakfast. Guests can spend their morning surfing or sunbathing before exploring the

sights of the city.

Hannover, Germany

The charming city of Hannover is on the up for its choice of museums, cultural sites and green spaces such as the Herrenhäuser Gärten, Lake Maschsee and [Europe](#)'s largest urban forest, the Eilenriede. It's a great city break for culture vultures, so with 31% of travelers planning to take a culture and arts based trip in 2018, Hannover is one to visit. Booking.com travelers endorsed Hannover for shopping, city trip, old town and city walks.

Where to stay: After having a culture fix for the day, relax in the spa at [Kastens Hotel Luisenhof](#), which also offers fine cuisine, fitness facilities and conveniently located walking distance to the Hanover State Opera House and a short drive from the Sprengel museum.

i. The data analysts at Booking.com [<https://www.booking.com>] looked at destinations that had the highest increase in YoY bookings from September 2016 - September 2017.

Research commissioned by Booking.com [<https://www.booking.com>] and independently conducted among a sample of adults who have taken a trip in the last 12 months/plan to take a trip in the next 12 months. In total 18,509 respondents were surveyed (1,000+ from the UK, US, Brazil, China, Germany, Italy, Spain, France, India, Singapore and Russia and 500+ each from Australia, Argentina, Belgium, Canada, Denmark, Hong Kong, Croatia, Indonesia, Japan, Mexico, Netherlands, New Zealand, Sweden, Thailand and Taiwan). Respondents completed an online survey in August 2017.

About [Booking.com](#) :

Established in 1996 in Amsterdam, [Booking.com](#) B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of The Priceline Group (NASDAQ: PCLN), [Booking.com](#) now employs more than 15,000 employees in 198 offices in 70 countries worldwide.

With a mission to empower people to experience the world, [Booking.com](#) invests in digital technology that helps take the friction out of travel. At [Booking.com](#), we connect travelers with the world's largest selection of incredible places to stay, including everything from apartments, vacation homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos. The Booking.com [<https://www.booking.com>] website and mobile apps are available in 43 languages, offer over 1.5 million properties, and cover more than 120,000 destinations in 229 countries and territories worldwide.

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