



T+L WORLD'S BEST AWARDS 2014 SURVEY METHODOLOGY

How We Conduct The World's Best Awards

A questionnaire developed by the editors of *Travel + Leisure*, in association with Wylei, was made available to *Travel + Leisure* readers at tworldsbest.com from December 2, 2013, to March 31, 2014. Readers were invited to participate through *Travel + Leisure* magazine (January, February, March, and April issues), T+L iPad® editions and newsletters, and online at travelandleisure.com. To protect the integrity of the data, after March 31, 2014, respondents were screened by *Travel + Leisure* and responses from any identified travel-industry professionals who completed the survey were eliminated from the final tally. The survey website, tworldsbest.com, was maintained, monitored, and kept secure by Wylei, which collected and tabulated the responses and kept them confidential.

The scores are indexed averages of responses concerning applicable characteristics. Respondents were asked to rate airlines on four characteristics; hotels, cities, islands, airports, car-rental agencies, destination spas and hotel spas on five characteristics; and cruise ships, tour operators, safari outfitters and hotel brands on six characteristics (see below). In most categories, respondents could also rate additional optional characteristics; these ratings were not included in the final score. For each characteristic, respondents were asked to rate a candidate on a 5 point scale of Excellent, Above average, Average, Below average and Poor. Required component ratings were then averaged, creating an overall score. For the cruise category, respondents were asked to rate individual ships, and scores were rolled up into four categories and organized by type of cruise and ship size. There is one category for river cruises (any capacity), and three categories for ocean cruises: mega-ship cruise lines (capacity of 2,200 passengers or more), large-ship cruise lines (capacity between 600 to 2,199 passengers) and small-ship cruise lines (capacity of fewer than 600 passengers). Some cruise lines may appear in multiple categories depending on the fleet of ships they own.

A minimum number of responses was necessary for a candidate to be eligible for inclusion in the World's Best Awards listings. Some companies were eligible to be rated in multiple categories, including cruise lines, tour operators, and safari outfitters, and some properties were rated in both the destination spas and hotel spas categories. In all cases, companies and properties have different scores for each category. Throughout the *Travel + Leisure* World's Best Awards, scores shown have been rounded to the nearest hundredth of a point; in the event of a true tie, properties, companies, or destinations share the same ranking.

These were the categories and characteristics:

- Hotels: Rooms/facilities, location, service, restaurants/food, value. *Optional: for business, for families, for romance.*
- Cities: Sights/landmarks, culture/arts, restaurants/food, people, value. *Optional: for romance.*
- Islands: Natural attractions/beaches, activities/sights, restaurants/food, people, value. *Optional: for romance.*
- Cruise ships: Cabins/facilities, restaurants/food, service, itineraries/destinations, excursions/activities, value. *Optional: for families.*
- Tour operators and safari outfitters: Staff/guides, itineraries/destinations, activities, accommodations, food, value. *Optional: for families, for conservation/philanthropy.*
- Airlines: Cabin comfort, in-flight service, customer service, value. *Optional: for food, for timeliness/reliability, for loyalty programs.*
- Airports: Location/access, check-in/security, restaurants/food, shopping, design. *Optional: for business, for families.*
- Car-rental agencies: Vehicle selection, vehicle availability, car-rental location, service, value.
- Destination spas: Accommodations/facilities, treatments, service, food, value. *Optional: for romance.*
- Hotel spas: Ambience, treatments, service, facilities, value. *Optional: for romance.*
- Hotel brands: Locations, rooms/facilities, restaurants/food, service, design, value. *Optional: for business, for families, for romance, for loyalty programs.*

Great Value icons represent a starting price of less than \$250 for a standard double in August; for resorts, icons represent a starting price of less than \$250 in high season. All top tour operators and safari outfitters for families welcome children, though some impose age restrictions. Travelers should confirm details before booking.