

## The Curious Gene Program Media Fact Sheet

### **Program Overview**

While [there is a science behind curiosity](#), for most it's a way of life. In fact, only 20% of the human population has the “wanderlust gene” (DRD4-7R), but nearly 5 times that many - 91% - consider themselves to be curious.

Curio Collection by Hilton, comprised of more than 50 one-of-a-kind hotels around the world, is further exploring the connection between curiosity and travel through its [The Curious Gene](#) program. Curio Collection worked with researchers to develop five curiosity types – Pathfinder, Epicurean, Culturalist, Spiritualist and Challenger – to recommend Curio Collection hotels, resorts and destinations for each traveler preference. New this year, the brand has unveiled new consumer survey findings around how curiosity plays a part in travel and has partnered with celebrated travel expert and journalist, Ashlan Cousteau, who has shared her love of exploration in programs on E!, Discovery Channel, Travel Channel and more.

Plus to celebrate the power of curiosity and travel, U.S. travelers who take the [‘Are You Curious?’ social media quiz by August 8](#) to find out their curiosity type have the chance to win a seven-night stay at any Curio Collection property that sparks their wanderlust. Ashlan will also be providing activity recommendations based on the winner’s interests and selected destination, ensuring the trip will satisfy even the most curious of travelers.

### **Curiosity Survey**

Through the Curio Collection consumer survey, the brand asked travelers a few key questions:

- How curious are you?
- What does it mean to be curious while traveling?
- Is being curious important?
- Where are people most curious?

And travelers told us:

- |                                     |   |  |
|-------------------------------------|---|--|
| 1. <i>Curiosity is aspirational</i> | 2. <i>People want curious travel companions</i> | 3. <i>Curiosity is within all of us, but we have different ways of expressing it</i> |
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### Key Findings

Through the consumer survey the brand was able to better understand what people are looking for when they travel and how curiosity motivates the way travelers explore new destinations.

- **Personal priorities:** 73% of people say that traveling is their go-to outlet for expressing their curiosity.
- **There’s always room for growth:** 60% of people believe they are more curious than the average person, yet more than half (53%) want to be more open to new experiences.
- **Unique exploration:** 57% of travelers wish they could spend more time exploring the things they are most curious about.
- **No time for naps:** 55% of travelers say that vacations are primarily a way to explore, not to relax.

- **Perfect travel partner:** 64% describe the perfect travel companion as someone who is curious; 65% consider a spouse or significant other as the best travel partner for new experiences, while 25% would prefer to go it alone.
- **Education motivation:** More than 90% of people take trips to learn something new and 79% consider learning something new while on vacation a priority.

### Partnership with Ashlan Cousteau

[Ashlan Cousteau](#) will work with the brand to inspire others to be curious and tackle their own new expeditions, starting by sharing a few travel tips.

### Curious Traveler Tips

*Provided by Ashlan Cousteau, as seen on The Travel Channel*

- Take time to sit back, have a coffee at an outdoor cafe and people watch. It's one of the best ways to get the vibe of a destination.
- Be curious when you travel – take the [quiz](#) to find out what your curiosity type is when you travel so you can customize your experience and maximize your time. I am a Pathfinder and recommend letting yourself get a little lost in a new city. It may sound strange, but if you give yourself room to wander markets, and time to explore unassuming streets without an agenda you usually stumble upon the most memorable adventures.
- For all new couples I recommend traveling together. Go on a trip and rough it a little bit – that's when true colors come out when you're out of your comfort zone. A good travel companion is key!
- Share a smile. Even when there is a giant language barrier, a genuine smile is universal.
- In addition to the concierge, ask the hotel's local bartender about the best local hangouts. They usually have great suggestions for new or small places off the beaten path.

### Curio Collection Local Guides & Offerings

To support travelers on their quest for adventure, the brand offers local guides and distinctive hotels for every type of traveler to help them put these tips into practice. Travelers can stay at hotels that offer unexpected experiences such as retreat to the peaceful mountain village of Karuizawa, Japan at [KyuKaruizawa Kikyo](#); take a mermaid fitness class at [Hotel del Coronado](#); or enjoy locally sourced ingredients at acclaimed restaurants through partnerships with best-in-class chef talent like Michael Schulson at [The Diplomat Beach Resort's](#) Monkital.

Travelers can explore Curio Collection destinations through the eyes of locals with 48-hour itineraries at [citiesbycurio.com](#), and curate each experience – no matter the destination.

### Win a Custom Curious Traveler Experience

Through August 8, U.S. travelers who take the quiz have the chance to win a seven-night stay at any Curio Collection by Hilton property. Fifteen additional winners will receive a two-night stay at any Curio Collection hotel worldwide.

Join the conversation using the hashtag #BeCurious and tag @curiocollection across [Facebook](#), [Instagram](#) and [Twitter](#).

For more news on Curio Collection by Hilton, visit [newsroom.hilton.com/curio](#).