

Carry On

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10.01.09

Live from T+L MarketWatch:
Snotty, Phony, Pretentious is OverBy [Travelandleisure.com Staff](#) | [News, Trends](#) | [Comment](#)

"Snotty, phony, pretentious is over," says **Nancy Novogrod**. "The new paradigm is all about real experiences—both exotic trips and inner journeys. It's a time for re-invention and a return to values.

New sites like [Kujabi.com](#), and companies like [Pure Life Experiences](#) are looking to help travelers get into the spirit of a place, as are new spas from Connecticut to Austria.

Restaurants, too, are returning to comfort; dishes like burgers and fried chicken are being reinvented as well. And destinations like [St. Lucia](#) are re-inventing themselves; the island has hired a team of international planning experts to build a new sustainable tourism industry.

T+L is reflecting this sensibility as well. Our mission, of course, is all about authentic experiences, and the magazine's January trends issue will focus on connecting to people and place."

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