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VIRTUOSO REVEALS LUXURY TRAVELERS' DEEPENING COMMITMENT TO SUSTAINABILITY INSPIRED BY A CHANGING WORLD

NEW YORK (April 7, 2025) – [Virtuoso](#), the leading global network specializing in luxury and experiential travel, has released survey findings that provide a glimpse into how some of the most discerning travelers are embracing sustainable tourism. The results are clear: sustainability is no passing trend for luxury travelers, but a top priority that influences their choices and reshapes the way they explore the planet.

The following are key insights sourced from a survey conducted among Virtuoso travelers in March 2025:

Serious about Sustainability

Temperatures and sea levels aren't the only things rising. This year, 68 percent of travelers say that recent world events have encouraged them to travel more responsibly, compared to 55 percent in 2024. This increase signals a heightened awareness of global challenges, with surveyed travelers expressing concerns about extreme weather, natural disasters, geopolitical instability, overtourism and changes in environmental policies. Alongside these issues, there is a broader desire to safeguard both the planet and its people. These global citizens are also recognizing the long-term benefits and personal fulfillment that sustainability brings to their journeys: 62 percent agreed that traveling sustainably enhances their vacation experience, up from 44 percent last year.

Intention into Impact

More mindful of their environmental footprint, 42 percent of consumers consider it “very important” to choose travel companies with strong sustainability policies, a 15-point jump from 2024. Meanwhile, fewer travelers require more information on the topic beforehand, suggesting they are better informed than ever before. When asked what actions they would potentially take to curb overtourism, 32 percent said they are willing to travel to alternative, less explored destinations, 26 percent would visit a popular destination during an off-peak season and 5 percent would pay more to access a popular destination. While interest in visiting popular destinations during off-peak times fell from 47 percent in 2024, the percentage of travelers willing to adopt all three strategies more than doubled (from 13 to 30 percent). This shift indicates a firmer commitment to tackling overtourism and a growing preference for lesser-known locales.

The Power of a Pro

Travelers value transparency, particularly when it comes to ensuring that their spending benefits the communities and destinations they visit. While 59 percent remain willing to spend more on responsible travel *if* they know how the funds are used, the percentage of those *always* willing to pay a higher amount has risen from 4 to 13 percent. The demand for professional guidance in making informed decisions about sustainability is also on the rise. Twenty-five percent say they are more likely to travel responsibly if they have help from a reliable expert, such as a professional travel advisor, compared to just 16 percent last year. Additionally, 61 percent now feel connected to all three of Virtuoso's sustainability pillars – protecting the planet, supporting local economies and celebrating cultures. This is a noticeable increase from 47 percent in 2024 and demonstrates the need for a well-rounded approach to sustainable travel planning, with the trusted guidance of advisors playing a key role.

“Through deliberate action, mindful spending and a desire to make a difference, luxury travelers are looking to take a more active role in ensuring they travel responsibly,” said Virtuoso’s Vice President of Sustainability Javier Arredondo. “Sustainable travel has been viewed as either something observed by backpackers or, on the other end of the spectrum, an exclusive choice for a select few. We’re now seeing sustainable tourism as an accessible option for travelers who recognize that doing good and traveling well are not mutually exclusive. By empowering our members and partners to meet the expectations of informed travelers, we’re helping make sustainable travel an easy choice for everyone who wants to explore with confidence and purpose.”

For more than a decade, Virtuoso has been at the forefront of sustainability within the luxury travel sector. This commitment is evident through its Sustainability Council, featuring some of the leading voices in sustainable travel; its Sustainability Community, which facilitates business between advisors and partners; ongoing travel advisor training; editorial coverage in every issue of *Virtuoso, The Magazine*; sustainability awards recognizing advisors and partners excelling in the space; and the publication of the [2024 Virtuoso Impact Report](#), the first ongoing study that tracks luxury travel’s positive contributions to sustainable travel. Virtuoso will host its inaugural Impact Summit, from June 2-5 at The Fairmont Chateau Lake Louise in Lake Louise, Canada, bringing together the network’s most engaged members and partners devoted to responsible tourism.

“Virtuoso’s commitment to sustainability is based on two fundamental philosophies: start where you are and no shame, no blame,” says Jessica Hall Upchurch, Virtuoso’s Vice-Chair and Sustainability Strategist. “We started with a passion and the realization that we have a unique position at the intersection of travel advisors, partners and travelers. Keeping each of these groups in focus, we’ve continued to grow and evolve our role within the sustainability space. And now we’re launching our first event, the Virtuoso Impact Summit, to focus on luxury travel’s positive effect on sustainable tourism and to address challenges that we know are opportunities when we work together.”

Find the full results of the survey below.

1. Have recent global developments encouraged you to travel more responsibly?
 - 68% Yes.
 - 32% No.

2. Which of Virtuoso’s three pillars of sustainable travel do you feel most connected to?
 - 15% Travel should support local communities and economies.
 - 13% Travel should preserve a destination’s cultural heritage.
 - 2% Travel should protect the planet.
 - 61% All of the above.
 - 9% None of the above.

3. Are you willing to increase your spend per trip to travel more responsibly?
 - 59% Yes, if I know how the funds are being used.
 - 28% No.
 - 13% Yes, always.

4. When making vacation plans, do you feel it’s important to choose a hotel, cruise line or travel company that has a strong sustainability policy?
 - 42% Yes, it’s very important.

- 26% No, it hasn't factored into my decision making.
 - 23% It's somewhat important.
 - 9% I need more education on the topic first.
5. What would you be willing to do to help curb overtourism?
- 32% I'd be OK traveling to an alternative, less-touristed destination.
 - 26% I'd visit a popular destination during an off-peak time of year.
 - 5% I'd pay more to access a popular destination.
 - 30% All of the above.
 - 7% None of the above.
6. I believe that traveling sustainably enhances my vacation experience.
- 62% Agree
 - 26% Disagree
 - 12% I don't know.
7. Which factor could potentially help you travel more sustainably?
- 25% Guidance from a trusted source in making informed choices
 - 23% Not having it cost significantly more
 - 18% Knowing how my contribution as a sustainable traveler contributes to a greater good
 - 17% Understanding my options
 - 9% Having confidence in knowing it won't diminish my overall experience

Virtuoso excels in providing expert guidance on creating meaningful life-changing experiences. For more information, visit www.virtuoso.com.

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About Virtuoso

Virtuoso is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,300 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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