

THE 2026 VIRTUOSO LUXE REPORT: AUSTRALIA & NEW ZEALAND A Guide to Key Trends and Insights in Luxury Travel

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The Virtuoso Luxe Report: Australia & New Zealand is an annual survey of Virtuoso's global travel agency members and their advisors, recognized as luxury travel's most influential leaders. From the places making headlines to the passions behind the plans, the Virtuoso Luxe Report shares insights into the behaviour of the savviest, most affluent travellers worldwide – Virtuoso clients. Over 2,400 travel advisors from Virtuoso-affiliated agencies across more than 50 countries, including over 300 advisors from Australia and New Zealand, contributed their extensive knowledge, professional experience and client requests to shed light on travel patterns and preferences for the year ahead.

Luxury travellers are willing to spend more but remain mindful of rising costs, seeking value that enhances their experiences. This makes their relationship with a trusted travel advisor even more essential. More than half of Virtuoso advisors surveyed from Australia and New Zealand anticipate a slight rise in travel demand next year, while 23 percent predict a significant increase – up 12 percentage points year-over-year. Spend per trip is also expected to remain high: 63 percent foresee a modest increase (up 16 points from last year and 8 points above this year's global percentage), while 16 percent predict a substantial rise in spending (up 10 points YOY).

The following are key findings highlighting how globetrotters in Australia and New Zealand are asserting their influence in the travel sphere for 2026.

Motivation: What inspires the affluent to travel and what factors shape their decisions?

The **10 biggest travel trends** for 2026:

- 1. Expedition cruising
- 2. Multigenerational family travel
- 3. Family travel (immediate family)
- 4. Active / adventure trips
- 5. Ocean cruising

- 6. Cultural immersion
- 7. Authenticity
- 8. River cruising
- 9. Beach resort stays
- 10. Health and wellness

The **top 10 motivations** why the affluent are travelling in 2026:

- 1. Celebrating a milestone
- 2. Excitement of exploring a new destination
- 3. Spending time with loved ones
- 4. Rest and relaxation
- 5. Escaping foul weather

- 6. Health and wellness
- 7. Personal enrichment and education
- 8. Connecting with local people
- 9. Seeking adventure
- 10. Pampering oneself

Where are they travelling: What destinations are attracting affluent travellers in 2026?

The 10 most popular global destinations for 2026:

- 1. Japan
- 2. Italy
- 3. Greece
- 4. Croatia
- 5. Fiji

- 6. Canada
- 7. France
- 8. Bali
- 9. Portugal
- 10. Spain

The top 10 destinations "on the rise" for 2026: 1. Antarctica 6. Morocco 2. Sri Lanka 7. Iceland 3. Norway 8. The Arctic & Malta (Tie) 4. Vietnam 9. India 5. Egypt 10. Bhutan The 10 most **popular cities** for 2026: 1. Tokyo 6. Rome 2. Kyoto 7. Athens 3. Paris 8. Lisbon 4. Barcelona 9. Budapest 5. London 10. Istanbul The 10 most popular adventure travel destinations in 2026: 1. Antarctica 6. Egypt 2. Sri Lanka 7. South Africa 8. Vietnam 3. New Zealand 4. Canada 9. Iceland 5. The Arctic 10. Chile The 10 most popular **honeymoon destinations** in 2026: 1. Fiii 6. French Polynesia 2. Maldives 7. Japan 3. Greece 8. Thailand 4. Italy 9. Croatia 10. France 5. Bali The 10 most popular cruising itineraries in 2026: 1. Antarctica 6. Japan 2. Mediterranean 7. Rhine River 3. Danube River 8. Northern Europe 4. Alaska 9. Australia/New Zealand 5. Greek Isles 10. The Arctic The 10 most popular family travel destinations in 2026: 1. Fiji 6. Thailand 2. Bali 7. Australia 3. Japan 8. Greece 4. Vietnam 9. New Zealand 5. Italy 10. France The 10 most popular **solo travel destinations** in 2026: 1. Japan 6. France 2. Italy 7. Croatia 3. Canada 8. New Zealand 4. United Kingdom 9. Morocco 5. Greece 10. Vietnam

The most popular solo travel experiences in 2026:

- 1. Adventure travel / trekking
- 2. Guided tours
- 3. Expedition cruising
- 4. Ocean cruising
- 5. Health and wellness

Priorities and Purpose: How will the affluent support and shape travel in 2026?

<u>New!</u> Percentage of respondents who say they've seen an increase in <u>"ultraluxe travel"</u> (defined as exclusive use, private or exceptionally high-end experiences): **40**%

The most popular <u>"ultraluxe" travel experiences</u> in 2026:

- 1. All-inclusive experiences
- 2. Privacy
- 3. Celebration travel
- 4. Passion-point travel (art, wine, sports, etc.)
- 5. Active / adventure trips

The top aspects of **sustainable tourism** that clients are most likely to support in 2026:

- 1. Avoiding over-touristed destinations
- 2. Giving back to/supporting local communities
- 3. Wildlife conservation/interaction
- 4. Farm-to-table dining (locally sourced, seasonal ingredients)
- 5. Booking with companies that employ locals

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 2,500 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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