

VIRTUOSO.
LUXE REPORT
2026

THE 2026 VIRTUOSO LUXE REPORT
A Guide to Key Trends and Insights in Luxury Travel

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The **Virtuoso Luxe Report** 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 behavior of the savviest, most affluent travelers worldwide – Virtuoso clients. Over 2,400 travel advisors from Virtuoso-affiliated agencies across more than 50 countries contributed their extensive knowledge, professional experience and client requests to shed light on travel patterns and preferences for the year ahead.

Luxury travelers are willing to spend more but are mindful of rising costs, seeking value that enhances their experiences. This makes their relationship with a trusted travel advisor even more essential. Nearly half of Virtuoso advisors surveyed foresee a slight rise in travel demand next year, with 18 percent anticipating a significant increase. Spend per trip is expected to remain high, with 55 percent predicting a modest increase and 28 percent expecting spend to stay the same.

The following are key findings highlighting how upscale globetrotters 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. Family travel (immediate family) | 6. Authenticity |
| 2. Multigenerational family travel | 7. Beach resort stays |
| 3. Active / adventure trips | 8. Ocean cruising |
| 4. Cultural immersion | 9. Food, wine and high-end spirits travel |
| 5. Expedition cruising | 10. River cruising |

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

- | | |
|--|--------------------------------------|
| 1. Celebrating a milestone | 6. Health and wellness |
| 2. Excitement of exploring a new destination | 7. Personal enrichment and education |
| 3. Spending time with loved ones | 8. Honeymoons |
| 4. Rest and relaxation | 9. Seeking adventure |
| 5. Escaping foul weather | 10. Pampering oneself |

Where are they traveling: What destinations are attracting affluent travelers in 2026?

The 10 most popular **global destinations** for 2026:

- | | |
|------------|-----------------|
| 1. Italy | 6. Portugal |
| 2. Japan | 7. Spain |
| 3. Greece | 8. South Africa |
| 4. France | 9. Australia |
| 5. Croatia | 10. Canada |

The top 10 **destinations “on the rise”** for 2026:

- | | |
|---------------|-----------------|
| 1. Iceland | 6. Vietnam |
| 2. Antarctica | 7. Kenya |
| 3. Norway | 8. Costa Rica |
| 4. Morocco | 9. Thailand |
| 5. Egypt | 10. New Zealand |

The 10 most **popular cities** for 2026:

- | | |
|--------------|---------------|
| 1. Paris | 6. London |
| 2. Tokyo | 7. Lisbon |
| 3. Barcelona | 8. Florence |
| 4. Kyoto | 9. Athens |
| 5. Rome | 10. Amsterdam |

The 10 most popular **adventure travel destinations** in 2026:

- | | |
|-----------------|----------------------|
| 1. Antarctica | 6. Canada |
| 2. Iceland | 7. Galápagos Islands |
| 3. South Africa | 8. New Zealand |
| 4. Costa Rica | 9. Peru |
| 5. Kenya | 10. The Arctic |

The 10 most popular **honeymoon destinations** in 2026:

- | | |
|---------------------|--------------|
| 1. Italy | 6. Fiji |
| 2. Greece | 7. France |
| 3. Bali | 8. Japan |
| 4. Maldives | 9. Croatia |
| 5. French Polynesia | 10. Thailand |

The 10 most popular **cruising itineraries** in 2026:

- | | |
|------------------|-----------------------|
| 1. Mediterranean | 6. Caribbean |
| 2. Alaska | 7. Northern Europe |
| 3. Greek Isles | 8. Japan |
| 4. Danube River | 9. Rhine River |
| 5. Antarctica | 10. Galápagos Islands |

The 10 most popular **family travel destinations** in 2026:

- | | |
|------------------|--------------------|
| 1. Italy | 6. Mexico |
| 2. Japan | 7. France |
| 3. Costa Rica | 8. Spain |
| 4. United States | 9. Canada |
| 5. Greece | 10. United Kingdom |

The 10 most popular **solo travel destinations** in 2026:

- | | |
|-------------------|-------------|
| 1. Italy | 6. Greece |
| 2. France | 7. Ireland |
| 3. Japan | 8. Iceland |
| 4. Canada | 9. Spain |
| 5. United Kingdom | 10. Croatia |

The most popular **solo travel experiences** in 2026:

1. Adventure travel / trekking
2. Health and wellness
3. Guided tours
4. Cultural exploration
5. Culinary travel

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

New! Percentage of respondents who say they've seen an increase in **"ultraluxe travel"** (defined as exclusive use, private or exceptionally high-end experiences): **45%**

The most popular **"ultraluxe" travel experiences** in 2026:

1. All-inclusive experiences
2. Celebration travel
3. Privacy
4. Active / adventure trips
5. Hyper-personalized experiences

Percentage of respondents who say **climate change** is causing their clients to travel differently: **45%**

How are their clients altering travel plans in response to **climate change**?

- **76%** — Traveling during shoulder season or off-peak times when weather is typically better
- **75%** — Choosing destinations with moderate, less extreme weather conditions
- **43%** — Purchasing travel insurance to protect from natural disasters
- **27%** — Prioritizing vulnerable destinations in long-term travel plans

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

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