



VIRTUOSO® REVEALS THE EUROPEAN SUMMER REMAINS IN HIGH DEMAND, WITH TRAVELERS HEADING TO THE COUNTRYSIDE AND HITTING THE SLOPES

NEW YORK (February 5, 2025) [Virtuoso®](#), the leading global network specializing in luxury and experiential travel, revealed the most in-demand destinations for luxury travelers this summer. The up-and-coming trends were presented by Virtuoso Executive Vice President David Kolner at the network's annual U.S. Forum, which took place January 28-31 and brought together over 400 attendees at the recently reopened and reimagined [Pier Sixty-Six Resort](#), a Virtuoso Preview Property in Fort Lauderdale, Florida.

Kolner shared that the network's production from its member agencies within the U.S. increased in 2024 by nearly 25 percent compared to 2023. When looking at where travelers are headed this summer, as always, the European summer continues to reign. Specifically, travelers are showing more interest beyond Europe's beloved cities. The UK countryside saw a 173 percent increase in sales last year, and Algarve saw a 110 percent increase. The Athenian Riviera is a hot destination, too, as hotel ADRs showed a 132 percent increase year-over-year, a tell-tale sign of high demand.

Following the "cool-cations" trend that emerged in recent years, European destinations with more moderate climates, including Scandinavia, Iceland, Denmark, Finland, Iceland, Norway and Sweden, have thus far seen a 263 percent year-over-year increase for travel already booked for this summer. The slopes are calling, too, as Courchevel saw a 132 percent jump in sales year-over-year, as well as St. Moritz (+153 percent) and Val-d'Isere (+457 percent).

The hottest destination on the rise in Europe, based on year-over-year sales for travel already booked for this June, July and August, is Slovenia (+473 percent). This spike comes after Virtuoso hosted its annual Chairman's Event in Slovenia last year, showcasing the destination for its highest-performing travel agency members and demonstrating the direct influence that Virtuoso advisors have on increasing interest and tourism to certain destinations. Other places to watch this summer include Croatia (+356 percent), Malta (+108 percent), Montenegro (+24 percent), Turkey (+272 percent), Austria (+254 percent), Czech Republic (+309 percent), Germany (+59 percent) and Hungary (+143 percent).

Kolner also mentioned other hot trends and destinations to be on the lookout for, including:

- **The return to Asia:** Virtuoso's network sales to Tokyo increased 116 percent year-over-year, while Bhutan increased 196 percent and Kyoto 115 percent.
- **Mediterranean islands:** Sicily, Sardinia and Malta are trending, with year-over-year sales increasing 135 percent, 316 percent and 140 percent, respectively.
- **"The White Lotus" effect:** After season two of the popular TV show aired in October 2022, Virtuoso data showed a 424 percent spike in sales to Sicily. With season three of "The White Lotus" based in Thailand and set to air February 16, the network anticipates the destination is poised for significant growth.
- **Longer booking windows:** U.S. travelers are booking their trips well in advance, as Virtuoso data shows the average booking window is 124 days, a 6 percent increase year-over-year.

For more details on Virtuoso's network of the world's best travel agencies, advisors and preferred partners, please visit www.Virtuoso.com.

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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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