



# VIRTUOSO

## **VIRTUOSO CHALLENGES MISPERCEPTIONS TO REVEAL THE U.S. AS A TOP DESTINATION, TRAVELERS SEEK OUT ADVISORS FOR SAFETY, BOOMERS LEAD THE CHARGE AGAINST OVERTOURISM AND WANDER WOMEN ASSERT THEIR INFLUENCE**

**NEW YORK (August 11, 2025)** – [Virtuoso](#), the leading global network specializing in luxury and experiential travel, has drawn upon its extensive network of travel agencies and advisors, preferred partners and high-net-worth/ultra-high-net-worth clientele to determine what's new and next in luxury travel. The latest findings offer a clear view into what's driving the industry in 2025 and what to expect through the rest of the year and beyond. Revealed during the 37<sup>th</sup> annual Virtuoso Travel Week in Las Vegas – revered as “the Fashion Week of Luxury Travel” – Virtuoso based its findings on its data warehouse of (US) \$90 billion in transactions and an ongoing series of advisor and consumer surveys.

The key takeaway is that luxury travel remains robust, with Virtuoso reporting overall sales are up 12 percent for January through June when compared to the same timeframe in 2024. Significantly, hotels have seen a nearly 26 percent increase, which climbs to more than 33 percent in the second half of the year. While all travel categories show growth, according to Virtuoso, cruise and tour bookings are projected to see a steady rise. In fact, Virtuoso's consumer survey data indicates 30 percent of luxury travelers from the U.S. and 20 percent from Canada plan to cruise within the next year, and they expect to spend on luxury sailings. Virtuoso future cruise sales one to two years out that exceed \$50,000 per booking are up 43 percent compared to the same time last year. Overall, future travel bookings in the \$50,000 and above category are up 35 percent compared to 2024.

This appetite for enriching and personalized travel experiences translates into higher demand for professional guidance. Virtuoso reports a sustained 76 percent increase in the number of consumers seeking out travel advisors via the network's site, [virtuoso.com](#). According to Virtuoso's 2025 Global Luxury Traveler Report, an annual survey of ultra-high-net-worth and high-net-worth travelers across 17 countries, 75 percent of Virtuoso clients say safety and security are of leading importance when planning travel, with 65 percent citing an added layer of protection as a top benefit of using an advisor, surpassing perks and upgrades, exclusive access and VIP accommodations.

Once considered shoulder season, fall travel is now favored amongst the luxe set. Virtuoso reports its fall bookings are up 30 percent with sales 39 percent above last year, followed closely by festive season bookings 35 percent higher than 2024's robust holiday period and sales up by 38 percent. The perception that international travelers are avoiding the U.S. is also challenged, as Virtuoso data shows that America still rates high with its luxury clientele across the globe, including those from Australia and Canada. Inbound travel sales to the U.S. have seen a modest uptick of four percent for January to July this year, while fall sales are up 27 percent. Joining the U.S. on the top 10 list for fall getaways are perennial favorites such as Italy, France, the UK, Spain, Japan, Greece, Canada and Portugal. And warm weather spots such as Mexico, Costa Rica and Anguilla are especially popular for holiday travel.

Virtuoso has also taken a keen eye to how different generations approach luxury travel, noting that Gen Z and Millennials use travel as a catalyst for personal transformation, seeking “meaning-making” experiences and gravitating towards dynamic, immersive opportunities. In contrast, older generations tend to favor specialized interests, placing a high value on comfort and relaxation. This generational divide is also evident in accommodation preferences: younger travelers gravitate towards villas and specialty accommodations like tents and lodges, options that offer both unique and experiential elements, while older generations seek out more refined comfort.

The desire for more impactful travel continues to build, with 77 percent of Virtuoso advisors surveyed reporting that their clients are more interested in booking sustainable travel than they were just five years ago. Across all generations, 64 percent of high-end travelers said they are interested in making sustainable travel choices during their trips, with 42 percent willing to pay more for companies that have adopted environmentally friendly philosophies and practices. While Gen Z and Millennials are leading this charge, it is Boomers who seem most invested in counteracting overtourism with their travel choices.

The rise of the “Wander Women” – a term coined by Virtuoso and Globetrender – is reshaping the face of solo travel. Women now represent 68 percent of solo adventurers, many of whom are leading the charge toward more mindful, sustainable journeys. Increasingly, these travelers are choosing to bypass over-touristed areas. The movement is particularly strong among women over 65, whose independent spirit and appetite for discovery are redefining what solo travel looks like.

When it comes to the hottest travel trends, “coolcations” can expect to continue with 79 percent of surveyed advisors agreeing that changing climate and/or extreme weather events and conditions affect travel planning and 55 percent reporting that their clients are choosing to travel at off-season/off-peak times due to the climate. Top motivations for travel include spending quality time with the family – specifically multi-generational travel – with 53 percent of Virtuoso travelers saying they intend to travel with multiple generations within the next year. There is a 23 percent uptick in celebration travel as well, year-over-year.

Please access complete findings [here](#).

Virtuoso Travel Week will continue through Friday, August 15, with news, trends and industry recognitions, all concluding with a showstopping gala Thursday evening. Follow Virtuoso Travel Week’s happenings in real-time via the network’s social media channels: @VirtuosoLtd on Instagram and Virtuoso Travel on Facebook and LinkedIn. For more information on Virtuoso, visit [www.virtuoso.com](http://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 2,500 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](http://www.virtuoso.com).

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