



VIRTUOSO®

THE 2025 VIRTUOSO® LUXE REPORT UNVEILS THE FUTURE OF LUXURY TRAVEL: SOLO SOJOURNS AND ACTIVE ADVENTURES AWAIT



NEW YORK (November 6, 2024) – [Virtuoso®](#), the global network renowned for luxury and experiential travel, is uniquely positioned to identify the key trends shaping travel in the year ahead. The **2025 Virtuoso Luxe Report** once again taps into the collective knowledge of Virtuoso’s industry-leading travel agency members, and their teams of professional travel advisors, across 58 countries to determine what’s now and next for in-the-know travelers. Findings show a yearning for transformative experiences, fueled by an adventurous spirit and a desire to forge deeper connections with family, friends and new surroundings.

In 2025, Virtuoso clients continue to prioritize exploration and personalized experiences, but they are increasingly focused on maximizing value without compromising quality. While luxury travelers are willing to spend more, they are also mindful of rising costs and want to ensure their investment enhances their travels, making their relationship with a trusted travel advisor all the more important. Half of Virtuoso advisors surveyed anticipate a slight rise in travel demand next year, with 20 percent expecting a significant increase. Additionally, 55 percent predict a modest uptick in spending per trip, while 28 percent believe pricing will remain steady.

The-Luxe Report identified five key trends highlighting how upscale globetrotters are establishing their influence in the travel-sphere for 2025.

1. Ice-olated Escapes: The “coolcation” trend shows no signs of slowing down, as more travelers request cold-weather destinations to escape the rising temperatures and avoid crowds. Antarctica, with its expanding cruise options and pristine, icy landscapes, has surged in popularity, climbing from fifth place last year to second among the top destinations to watch. Norway and Iceland also rank in the top five, reemphasizing the trend toward northern European countries. This shift is largely driven by climate change, with nearly half of advisors reporting that their clients are altering their plans due to its effects. Seventy-eight percent of advisors say clients are opting for shoulder season or off-peak travel, while 76 percent say they now favor destinations with more moderate weather – up five points from last year.

2. Sailing Solo: Travelers seeking freedom and flexibility have no hesitation going it alone, and cruising is proving to be a key trend amongst the solo set, with expedition, ocean and river cruises ranking among the top travel experiences for the coming year. Promoting personal growth and self-reliance, solo cruising allows individuals to navigate new adventures at their own pace, while also enjoying camaraderie with other passengers if desired. Solo cruising can provide a sense of security, as small-ship cruises allow excursions alongside like-minded companions in more intimate groups. Many cruise lines now cater to

solo voyagers with special deals, dedicated hosts and fun social activities, making it easier to connect with fellow passengers.

3. Born to be Mild: Adventure and wellness continue to be significant motivators, but in 2025, upscale travelers will pursue a harmonious balance of exhilaration and relaxation. While some venture to the extreme frontiers of Antarctica and Alaska, others are drawn to destinations like Morocco, Costa Rica and Bhutan, where physical activity meets holistic wellness practices. These “softer” adventures not only cultivate personal accomplishment but give travelers the chance to unwind and recharge, leaving them refreshed and ready for their next big adventure.

4. You Tell Me Travel: Rather than sticking to well-worn bucket lists, travelers are finding new inspiration in documentaries, books, beloved films and recommendations from friends and family. TikTok remains a powerful influence, delivering rapid-fire clips of destinations previously overlooked. Yet nothing rivals the expertise of travel advisors, who report their clients are now reaching out to ask, “Where to next?” rather than naming a specific destination.

5. Palate and Place: Culinary experiences have become a crucial element of luxury travel, and globetrotters are prioritizing gastronomic discoveries that showcase the authentic local flavors and unique traditions of the places they visit. High-end visitors want meals that go beyond traditional dining, with an emphasis on experiences that immerse them in a destination’s culture through its cuisine – think food tours, hidden markets and one-of-a-kind eateries, like the best food trucks and street vendors. As a result, some advisors report spending weeks, even months, curating the ideal culinary immersion for their clients to savor.

Key findings from the 2025 Virtuoso Luxe Report, as measured across more than 50 countries:

Portugal has risen to top the list of destinations on the rise after finishing fourth last year. Well-known for providing great value, its appeal has broadened thanks to its mild climate, flavorful cuisine and stunning scenery, particularly in the Azores. Meanwhile, classic favorites – Italy, France and Greece – continue to dominate as top international destinations. Paris holds steady as the preferred city, but Tokyo’s momentum has carried it into this year’s top five. Japan was also named a favorite among families, offering unique cultural experiences like ryokan stays and tea ceremonies, alongside family-friendly attractions such as the upcoming Universal Expo and the Studio Ghibli Museum. Croatia remains popular, with Dubrovnik still drawing crowds, but there’s growing interest in lesser-known spots like inland Istria, especially among gourmet enthusiasts who are looking to go beyond the obvious to enjoy truffle hunting and wine-tasting.

Top Travel Trends

1. Family travel (immediate family)
2. Celebration travel
3. Multigenerational family travel
4. Adventure cruising
5. Active travel

Top Global Destinations

1. Italy
2. Greece
3. France
4. Japan
5. Croatia

Destinations on the Rise

1. Portugal
2. Antarctica
3. Iceland
4. Norway
5. Morocco

Top Cities

1. Paris
2. Barcelona
3. Rome
4. London
5. Tokyo

Top Family Travel Destinations

1. Italy
2. Hawaii
3. Costa Rica
4. Greece
5. Japan

Top Honeymoon Destinations

1. Italy
2. Greece
3. Bali
4. French Polynesia
5. Maldives

Top Aspects of Sustainable Tourism

1. Wildlife conservation/interaction
2. Avoiding over-touristed destinations
3. Booking with companies that employ locals
4. Giving back to/supporting local communities
5. Conservation of land/environment

Top Solo Travel Experiences:

1. Guided tours
2. Expedition cruising
3. Ocean cruising
4. River cruising
5. England

Top Adventure Destinations

1. Antarctica
2. Alaska
3. Iceland
4. South Africa
5. Costa Rica

Top Cruise Itineraries

1. Mediterranean
2. Alaska
3. Greek Isles
4. Caribbean
5. Danube River

Top Travel Motivations

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

More than 2,200 travel advisors from Virtuoso-affiliated agencies in North America, Latin America, Asia-Pacific, the Caribbean, Europe, Africa and the Middle East took the Luxe Report survey, drawing on their extensive knowledge, professional experience and client requests to offer insight into 2025's top trends.

For more information on Virtuoso, please 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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