



VIRTUOSO®

THE 2025 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, who form the most powerful sales force in luxury travel. From the top destinations to the most compelling motivations, the Virtuoso Luxe Report shares insights into the behavior of the most affluent and influential travelers worldwide – Virtuoso clients. More than 2,200 travel advisors from Virtuoso-affiliated agencies across 58 countries contributed their extensive knowledge, professional experience and client requests to offer insight into travel trends in the year ahead.

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, 54 percent predict a modest uptick in spending per trip, while 28 percent believe pricing will remain steady.

The following are key findings highlighting how upscale globetrotters are establishing their influence in the travel-sphere for 2025.

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

The **10 biggest travel trends** for 2025:

1. Family travel (immediate family)
2. Celebration travel
3. Multigenerational family travel
4. Adventure cruising
5. Active travel
6. Authenticity
7. Beach resort stays
8. Cultural immersion
9. Exclusive use (private villas, yachts/jets, etc.)
10. Ocean cruising

The **top 10 motivations** why the affluent are traveling in 2025:

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

Where are they traveling: What destinations are attracting affluent travelers in 2025?

The 10 most popular **emerging destinations** for 2025:

1. Portugal
2. Antarctica
3. Iceland
4. Norway
5. Morocco
6. Costa Rica
7. Colombia
8. Egypt
9. Vietnam
10. Thailand

The 10 most popular **global destinations** for 2025:

1. Italy
2. Greece
3. France
4. Japan
5. Croatia
6. England
7. Spain
8. Australia
9. Mexico
10. South Africa

The 10 most **popular cities** for 2025:

1. Paris
2. Barcelona
3. Rome
4. London
5. Tokyo
6. Florence
7. Lisbon
8. Amsterdam
9. Madrid
10. Cape Town

The 10 most popular **family travel** destinations in 2025:

1. Italy
2. United States
3. Costa Rica
4. Greece
5. Japan
6. France
7. England
8. Mexico
9. Bahamas
10. Canada

** Hawaii and Orlando, Florida are key contributors to the growing interest in the U.S.*

The 10 most popular **adventure travel** destinations in 2025:

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

The 10 most popular **honeymoon** destinations in 2025:

1. Italy
2. Greece
3. Bali
4. French Polynesia
5. Maldives
6. Fiji
7. France
8. Bahamas
9. Japan
10. St. Lucia

The 10 most popular **solo travel** experiences in 2025:

1. Guided tours
2. Expedition cruising
3. Ocean cruising
4. River cruising
5. England
6. Italy
7. France
8. United States
9. Japan
10. Greece

The 10 most popular **cruising itineraries** in 2025:

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

Influence: How will the affluent support and shape travel in 2025?

Percentage of respondents who say **climate change** is causing their clients to travel differently: **47%**

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

- **78%** — Traveling during shoulder season or off-peak times when weather is typically better
- **76%** — Choosing destinations with moderate, less extreme weather conditions
- **19%** — Traveling more sustainably to reduce carbon footprint and/or supporting carbon offset initiatives

The top aspects of **sustainable tourism** that clients are most likely to support in 2025:

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

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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