



VIRTUOSO®

VIRTUOSO® NAMES THE NINE MUST-HAVE EXPERIENCES THAT SHOULD BE ON EVERY LUXURY TRAVELER'S LIST FOR 2025



NEW YORK (December 19, 2024) – [Virtuoso®](#), the leading global network specializing in luxury and experiential travel, is unveiling tomorrow's epic experiences courtesy of its [2025 Luxe Report](#), an annual forecast highlighting how, where and why savvy travelers will be exploring in the year ahead. Renowned as a trusted trend predictor, Virtuoso tapped into its elite force of travel advisors from around the world to share their top recommendations for every jetsetter's wish list.

Virtuoso's nine must-have experiences for 2025:

- 1. See Spot ... Fly First Class:** With many high-end airlines and hotels rolling out the red carpet for pets, including animal-friendly accommodations, exclusive amenities and even business or first-class travel options, pet owners are happily splurging to ensure their beloved fur babies travel in ultimate comfort. And it's not just the cost that's a non-issue – distance isn't, either. Whether a weekend getaway or an international romp, travelers are ready to unleash their furry friends on the world.
- 2. Soak up Slovenia:** This rising European gem is an adventure lover's playground. Cliff dive into the Soča River, paddle along the enchanting shores of Lake Bled and explore the depths of Postojna Cave. When snow falls, hit the slopes at Krvavec and Vogel, then unwind with a soothing soak in one of Slovenia's natural thermal springs. It's an alluring new place to make a splash.
- 3. Unplug in the Amazon:** Leave behind the digital world and step into the heart of the Amazon, where the hum of the rainforest replaces the buzz of notifications. Virtuoso's **2024 Brand & Travel Tracker**, conducted in partnership with YouGov, found that 57 percent of luxury travelers prioritize awe and wonder of nature as their top emotional driver when planning a trip. With no Wi-Fi, no distractions and no pressure to be "on," nothing is standing in the way of reconnecting with nature and oneself.
- 4. Say Olá to Portugal:** Globetrotters are turning away from overcrowded, pricier European hotspots and setting their sights on Portugal, the Luxe Report's top destination to watch in 2025. With its warm hospitality and mild climate, it promises a refreshing blend of laid-back charm and unbeatable value.
- 5. Chill with Cool Creatures:** For the second consecutive year, wildlife conservation and interaction lead the Luxe Report's sustainable tourism trends. Adventurers are heading to polar regions to observe precious

wildlife facing the effects of climate change in their natural habitats. Polar safaris offer intimate encounters with penguins in Antarctica, polar bears in South Georgia and narwhals in Canada, all while supporting vital conservation efforts that help preserve their environments.

6. **Get Down and Yurt-y:** For those looking to venture off the beaten path, a stay in a Mongolian yurt combines rugged wilderness with a bit of refinement. Digital nomads can experience the traditional nomadic lifestyle in these yurts, an authentic way to interact with local traditions, appreciate the beauty of the vast steppe and get closer to nature without giving up comfort.
7. **Cruise the Canals (Company Optional):** According to the Luxe Report, river cruising is a top trend for the solo set in 2025, and there's no better way to explore Europe's best than on a scenic voyage through its storied waterways. Cruise from Amsterdam to Bucharest, taking in iconic landmarks while connecting with fellow voyagers or savoring solitary moments. Relish the freedom of exploration on one's own terms.
8. **Ditch the Script, Trust the Expert:** Embrace the magic of serendipity by leaving room for the unexpected. Partner with a professional travel advisor to make the most of a destination without over-scheduling every moment. They're skilled in creating the perfect balance, providing enough structure to capture the can't-miss highlights, while staying flexible enough to let the journey unfold in surprising and memorable ways.
9. **Circle the Earth in Style:** Intrepid travelers are ready to circumnavigate the globe in one extraordinary journey – the only question is at what pace. Traveling by private jet means speed, flexibility and exclusivity, with tailored itineraries and premium service. For those who prefer a slower tempo, world cruises permit a more leisurely, in-depth experience, combining months of discovery with all-inclusive luxury and stunning ocean views. Either way, adventure has never felt so glamorous or been more personal.

More than 2,200 travel advisors across 48 countries contributed to the Luxe Report, using their extensive knowledge to identify the top trends for 2025. Working with a professional advisor unlocks a host of benefits, including special access, customized amenities and collaborative planning, backed by expertise and worldwide connections. This year, Virtuoso has seen a 76 percent increase in the number of people seeking out advisors through its website.

Virtuoso advisors can bring these nine must-have experiences to life or customize a trip to suit specific preferences. Find an advisor at www.virtuoso.com/travel-advisors.

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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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