



THE 2026 VIRTUOSO LUXE REPORT UNVEILS THE FUTURE OF LUXURY TRAVEL ACCORDING TO THE WORLD'S MOST INFLUENTIAL ADVISORS



NEW YORK (October 6, 2025) – [Virtuoso](#), the leading global network renowned for creating luxury experiences, is uniquely positioned to identify the key trends shaping travel in the year ahead. The **2026 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. The results, sourced from the survey's highest response rate to date – 2,485 across more than 50 countries – reveal the most coveted destinations, top motivations and evolving preferences driving travel now and in the year ahead. The findings also serve as a roadmap for how the luxury travel advisor community at large can maximize revenue and grow their client base by diving into what matters most to savvy travelers.

Luxury travelers are willing to spend more but are mindful of rising costs, seeking value that enhances their experiences. This makes their relationship with a trusted travel advisor even more essential. Nearly half of Virtuoso advisors surveyed foresee a slight rise in travel demand next year, with 18 percent anticipating a significant increase. Spend per trip is expected to remain high, with 55 percent predicting a modest increase and 28 percent expecting spend to stay the same.

Findings show that luxury travelers are no longer satisfied with luxury for its own sake. Instead, they are pursuing exotic encounters, slowing down to savor each moment and curating journeys that are meaningful, restorative and deeply personal.

The Luxe Report identified five key trends highlighting how upscale globetrotters are asserting their influence in the travel sphere for 2026.

- 1. Crowd Control:** For today's well-heeled traveler, comfortable climates and the freedom to enjoy the destination unencumbered by crowds are the new luxury. This growing desire to sidestep overtourism has become the top aspect of sustainable travel this year, with increasing interest in Greenland's serene fjords, Iceland's volcanic scenery and Antarctica's vast ice fields, as well as shoulder-season visits to classics like Italy and France. Bhutan also embodies this trend with its high-value, low-volume approach, where daily fees limit visitors and preserve authenticity. Forty-five percent of Virtuoso advisors report that their clients are adjusting plans due to climate change. Of those advisors, 76 percent say clients are choosing shoulder-season or off-peak travel, 75 percent highlight a preference for destinations with moderate weather and 43 percent mention clients are purchasing insurance as a safeguard against climate-related disruptions.
- 2. Main Character Synergy:** There's no shortage of inspiration when it comes to where to head next. TikTok, Instagram Reels and word of mouth all spark curiosity, but film and TV are among the strongest catalysts for

adventure. *The White Lotus* continues to turn its dramatic destinations into must-sees, while K-dramas and the new *KPop Demon Hunters* are calling fans to South Korea. In the U.K., Cornwall's rugged coast and fishing villages – filming locations for *House of the Dragon* and *Poldark* – pull visitors into the narrative. Advisors say entertainment creates a natural synergy between stepping into a beloved story and discovering the culture around it through food tours, local markets, art districts and other authentic experiences. This aligns with the rise of cultural immersion, which has climbed four spots since last year to become a top five trend for 2026. What begins as a playful escape often deepens into a genuine appreciation for the people and customs behind the scenes.

3. **From FOMO to Slow-mo:** The fear of missing out is propelling globetrotters to extraordinary adventures, such as tracking Kenya's Great Migration and exploring the Galápagos' remarkable ecosystems. Boomers and Gen X, in particular, feel this urgency, spurred by global environmental changes and a sharpened awareness that "someday" can't wait. Yet once they arrive, the pace shifts. River cruisers are requesting longer port stays to wander markets and neighborhoods at leisure. Safari-goers are choosing smaller camps where they can spend unhurried days watching wildlife. In South America, travelers linger in Argentina, Chile and Peru to pair adventure with food, wine and heritage. FOMO gets them on the plane, but "slow-mo" (slow motion) defines the experience. The rarer the location, the more travelers want to stretch out their stay and savor every moment.
4. **Unlimited Luxe:** For the first time, the Luxe Report asked advisors about ultraluxe travel, revealing that 45 percent have seen an increase in recent requests. What's especially notable is that ultraluxe is now defined by having every detail seamlessly included. Once viewed as mainstream convenience, "all-inclusive" has been elevated to cover everything from private transfers and Michelin-level dining to resort buyouts where chefs, wellness experts and guides are entirely at the guest's disposal. Celebration travel fuels demand, with milestone birthdays, anniversaries and family gatherings driving interest in private yachts and secluded estates. Privacy rounds out the top three ultraluxe experiences, as travelers seek out hidden islands and remote retreats where exclusivity and escapism are the ultimate indulgence.
5. **The Healthy Wealthy:** After years of upheaval, people are turning to wellness-focused journeys to restore balance and resilience. Requests span the globe, including Ayurvedic programs in India, yoga-and-surf escapes in Costa Rica and retreats in the Canadian Rockies where silence, itself, is part of the healing. These trips can even span generations, with parents and grandparents encouraging younger (not-always-willing) participants to step away from social media and reconnect with the natural world. Mental health and longevity are just as important as physical fitness, and many view these trips as investments in a healthier future. According to advisors, health and wellness now ranks as the second-most requested experience for solo travelers, who are drawn to programs that foster structure and self-discovery.

Key findings from the 2026 Virtuoso Luxe Report, as measured across more than 50 countries:

Staying cool remains hot in 2026, with Iceland, Antarctica and Norway topping the list of destinations on the rise. Morocco holds strong in the top five, while Egypt jumps three spots, attracting interest for private Nile cruises and early access to the Grand Egyptian Museum. Vietnam also climbs three spots to number six among rising destinations, standing out for its excellent value and as a fresh alternative to Asia's other booming hotspots. Japan is dominating across the board – ranking just behind Italy as the top global destination and family travel pick, coming in third for solo trips, and landing in the top 10 for honeymoons and cruises. For the first time, Kyoto joins Tokyo among the top cities to visit in 2026. Canada gains momentum across categories, appearing in the top 10 for global, family and adventure travel, and in the top five for solo travelers. Moving beyond European icons, luxury travelers are turning to Riga, Latvia, highlighted by *Virtuoso, The Magazine* as a hidden gem in its [Where Next 2026 feature](#). Also gaining attention: Albania's sun-soaked Riviera, Montenegro's intimate Adriatic boutique resorts and Malta's historic towns and Mediterranean charm.

The top 5 lists for each category follow. Explore the global 2026 Virtuoso Luxe Report [here](#).

Top Global Destinations

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

Top Aspects of Sustainable Tourism

1. Avoiding over-touristed destinations
2. Wildlife conservation/interaction
3. Farm-to-table dining
4. Giving back to/supporting local communities
5. Booking with companies that employ locals

Top Adventure Destinations

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

Top Cruise Itineraries

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

Top Solo Travel Destinations

1. Italy
2. France
3. Japan
4. Canada
5. United Kingdom

Top Travel Trends

1. Family travel (immediate family)
2. Multigenerational family travel
3. Active / adventure trips
4. Cultural immersion
5. Expedition cruising

New! Top Ultraluxe Travel Experiences

1. All-inclusive experiences
2. Celebration travel
3. Privacy
4. Active / adventure trips
5. Hyper-personalized experiences

Destinations on the Rise

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

Top Cities

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

Top Honeymoon Destinations

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

Top Family Travel Destinations

1. Italy
2. Japan
3. Costa Rica
4. United States
5. Greece

Top Solo Travel Experiences

1. Adventure travel / trekking
2. Health and wellness
3. Guided tours
4. Cultural exploration
5. Culinary travel

Top Travel Motivations

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

More than 2,400 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 2026'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 2,500 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.

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