



VIRTUOSO.
LUXE REPORT
2026

THE 2026 VIRTUOSO LUXE REPORT: CANADA
A Guide to Key Trends and Insights in Luxury Travel

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The **Virtuoso Luxe Report: Canada** is an annual survey of Virtuoso's global travel agency members and their advisors, recognized as luxury travel's most influential leaders. From the places making headlines to the passions behind the plans, the Virtuoso Luxe Report shares insights into the behaviour of the savviest, most affluent travellers worldwide – Virtuoso clients. Over 2,400 travel advisors from Virtuoso-affiliated agencies across more than 50 countries, including over 240 advisors from Canada, contributed their extensive knowledge, professional experience and client requests to shed light on travel patterns and preferences for the year ahead.

Luxury travellers 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's Canadian advisors surveyed foresee at least a slight rise in travel demand next year, with 13 percent anticipating a significant increase. Spend per trip is expected to remain high, with 60 percent predicting at least a modest increase (five points above this year's global percentage) and 18 percent expecting spend to stay the same.

The following are key findings highlighting how Canadian globetrotters are asserting their influence in the travel sphere for 2026.

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

The **10 biggest travel trends** for 2026:

1. Family travel (immediate family)
2. Multigenerational family travel
3. Ocean cruising
4. Active / adventure trips
5. Beach resort stays
6. River cruising
7. Cultural immersion
8. Authenticity
9. Expedition cruising
10. Touring (guided or private)

The **top 10 motivations** why the affluent are travelling in 2026:

1. Celebrating a milestone
2. Escaping foul weather
3. Excitement of exploring a new destination
4. Spending time with loved ones
5. Rest and relaxation
6. Personal enrichment and education
7. Seeking adventure
8. Health and wellness
9. Pampering oneself
10. Connecting with local people

Where are they travelling: What destinations are attracting affluent travellers in 2026?

The 10 most popular **global destinations** for 2026:

1. Italy
2. Portugal
3. Greece
4. Japan
5. Croatia
6. Mexico
7. France
8. Australia
9. Ireland
10. Dominican Republic

The top 10 **destinations “on the rise”** for 2026:

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

The 10 most **popular cities** for 2026:

1. Lisbon
2. Barcelona
3. Paris
4. Budapest
5. Tokyo
6. Amsterdam
7. Rome
8. Kyoto
9. Edinburgh
10. Cancun

The 10 most popular **adventure travel destinations** in 2026:

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

The 10 most popular **honeymoon destinations** in 2026:

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

The 10 most popular **cruising itineraries** in 2026:

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

The 10 most popular **family travel destinations** in 2026:

1. Costa Rica
2. Dominican Republic
3. Mexico
4. Canada
5. Italy
6. Portugal
7. Spain
8. Greece
9. Turks and Caicos
10. Japan

The 10 most popular **solo travel destinations** in 2026:

1. Canada
2. Italy
3. Ireland
4. France
5. Portugal
6. Greece
7. Costa Rica
8. Australia
9. Japan
10. Iceland

The most popular **solo travel experiences** in 2026:

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

Priorities and Purpose: How will the affluent support and shape travel in 2026?

New! Percentage of respondents who say they've seen an increase in **"ultraluxe travel"** (defined as exclusive use, private or exceptionally high-end experiences): **38%**

The most popular **"ultraluxe" travel experiences** in 2026:

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

The top aspects of **sustainable tourism** that clients are most likely to support in 2026:

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

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.

Media Contacts:

Misty Belles, Virtuoso – Vice President, Global Public Relations
+1.202.553.8817 / mbelles@virtuoso.com

Lauren Wintemberg
Alice Marshall Public Relations – Vice President
+1.212.861.4031 / lauren@alicemarshall.com