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THE 2027 VIRTUOSO LUXE REPORT: JAPAN CLAIMS THE NO. 1 SPOT AS "FANCY-FLATION" AND "GEN-XYZ-PEDITIONS" DEFINE THE YEAR AHEAD





NEW YORK (September 30, 2026) – Virtuoso, the leading global network renowned for luxury and experiential travel, is uniquely positioned to identify the trends influencing how, where and why people will venture in the year ahead. The **Virtuoso Luxe Report** once again taps the collective knowledge of the network's esteemed travel agency members and their teams of professional travel advisors to reveal what's next for the world's savviest globetrotters. For the first time in the report's history, Japan overtakes Italy as the most requested destination, and China debuts as the top destination on the rise, signaling that luxury tourism's center of gravity is shifting east.

Advisors are entering 2027 with their most confident outlook in three years. A majority (53 percent) expect leisure travel demand to rise slightly in the coming year, while another 22 percent anticipate a significant increase. That confidence carries through, with 59 percent predicting at least a modest increase in spend per trip and 13 percent forecasting a significant jump. Less than a quarter (23 percent) of those surveyed expect spending to remain the same, suggesting that luxury travelers are not simply maintaining current levels but accelerating their prioritization of meaningful experiences and investing more in access, quality and time. Even with that enthusiasm, value and safety have become increasingly important considerations in where and how they travel.

The Luxe Report identified five trends shaping how the well-traveled will explore the world in 2027.

1. **Air Supply:** Personal passions and social media buzz may put a destination on the radar, but access determines whether travelers will take the next step. Expanded air service and continued investment in luxury hotels, knowledgeable guides and elevated service are providing new possibilities for certain markets. In China, broader visa-free policies are simplifying arrival, while nonstop connections are supporting South Korea's growing cultural pull. What once felt complicated is becoming easier to plan, navigate and recommend, turning longstanding curiosity into meaningful growth. In luxury travel, true momentum begins when all the elements are reliably within reach.

2. **Fancy-flation:** Today's high-end traveler is shopping the exchange rate and maximizing their purchasing power. Advisors report clients arriving with a budget and asking where it will go the furthest, favoring places that deliver full-tilt luxury at a friendlier price. That mindset is strengthening the appeal of Vietnam, Egypt and Turkey, each seen as an alternative to a pricier neighbor rather than a compromise on quality. Notably, nobody is trading down. They are swapping the destination while keeping the suite, private guide and hard-to-get table, on the theory that the same money simply buys more of all three somewhere else. More

conversations now start with a number instead of a place, and translating one into the other is where professional travel advisors add real value.

3. **Multi, May I?:** Virtuoso recently dubbed the rise of longer, multicity trips as "city-maxxing." Now, travelers are taking a more considered approach to how each stop fits together. Itineraries are built around contrast, pairing the intensity of a safari with the ease of the beach, the energy of a city with the quiet of the countryside or deep cultural immersion with time to unwind. The goal is a journey with a natural rhythm, each chapter heightening the next. That requires more than choosing the right stops; it calls for an advisor who knows when to raise the tempo, when to slow it down and how to make the entire itinerary *sing*.

4. **Extreme Relatives:** Multigenerational travel rose to the No. 1 trend spot after climbing one place each year since the 2024 report, while expedition cruising sailed up to No. 3. Advisors see the two beginning to converge in what Virtuoso calls "Gen-XYZ-peditions," a far-flung adventure shared across several generations. These high-stakes family trips also lend themselves to the privacy and personalization associated with ultraluxe travel, which nearly half of advisors (47 percent) say is on the rise. At the highest end, that can mean reserving an entire ship or lodge and tailoring every detail to the group. The family vacation is getting a little more private, a little more elaborate and an invitation increasingly worth scoring.

5. **Solitary Refinement:** Going solo once meant paying extra for the privilege of joining someone else's trip. Today, independent guests are traveling with greater intention, designing itineraries around what they hope to achieve rather than where they want to visit. Health and wellness has overtaken adventure travel as the leading category, and women-only solo travel debuts at No. 4, cited by 30 percent of advisors. Together, the findings show a segment coming into its own, with women helping lead the evolution and challenging the notion that going solo means going it alone. Destination choices are maturing in step, with Spain, Iceland and Croatia all building momentum as the solo set ventures beyond familiar starting points.

Key findings from the 2027 Virtuoso Luxe Report, as measured across more than 50 countries:

- Japan's ascent is more than a single headline, as this year's survey names it a favorite among almost every category of traveler. It took the No. 1 global spot, but also landed second for family travel, third for solo trips and sixth for honeymoons, while Tokyo and Kyoto claimed the top two city slots and nudged Paris to fourth. China debuted at No. 1 among destinations on the rise, with Vietnam and South Korea also making the top 10, giving Asia an especially strong showing.
- Greece ended Italy's long reign as *the place* to honeymoon, with Bali and the Maldives close behind. Egypt climbed to fourth among destinations on the rise, and the Nile made its debut on the top cruise itineraries. Antarctica remains the undisputed adventure leader, holding the No. 1 spot since 2024 and a place among the top five cruise itineraries.
- South Africa emerged as the quiet standout, ranking seventh globally, rising to No. 2 for adventure and entering both the family and honeymoon top 10 for the first time. Among cities, Budapest entered the top 10 and Athens climbed to sixth, showing growing interest in European cities beyond the usual favorites.
- Through all the reshuffling, one thing held firm: celebrating a milestone remains the top motivation to travel for the third consecutive year, proving the best gifts may require a passport.

The top five lists follow. Explore the full report for complete rankings across every category.

Top Global Destinations
1. Japan
2. Italy
3. France
4. Greece
5. Spain

Destinations on the Rise
1. China
2. Antarctica
3. Iceland
4. Egypt
5. Norway

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

Top Family Travel Destinations
1. Italy
2. Japan
3. Costa Rica
4. United States
5. France

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

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

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

Top Ultraluxe Travel Experiences
1. Fully inclusive resort or cruise experiences
2. Celebration travel
3. Privacy
4. Hyper-personalization
5. Active / adventure trips

Top Solo Travel Destinations
1. Italy
2. France
3. Japan
4. Spain
5. United Kingdom

Top Solo Travel Experiences
1. Health and wellness
2. Adventure travel / trekking
3. Guided tours
4. Women-only solo travel
5. Cultural exploration

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

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. Health and wellness

More than 3,100 travel advisors from Virtuoso-affiliated agencies in North America, Latin America, Asia-Pacific, the Caribbean, Europe, Africa and the Middle East participated in the Luxe Report survey, drawing on their extensive knowledge, professional experience and client requests to offer insight into 2027'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 2,800 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. 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