



VIRTUOSO®

VIRTUOSO®, THE VOICE OF LUXURY, REVEALS THE TRENDS REDEFINING LUXURY TRAVEL FOR CANADIANS THIS FALL, FESTIVE SEASON AND BEYOND

TORONTO (August 15, 2024) – [Virtuoso®](#), the leading global network specializing in luxury and experiential travel, has drawn upon its extensive network of travel advisors, preferred partners and high-net-worth/ultra-high-net-worth clientele across Canada to determine what’s new and next in luxury travel. Respected as the leading “Voice of Luxury” and industry trend forecaster, Virtuoso has based its findings on a data warehouse of (US) \$80 billion in transactions and an ongoing series of surveys.

Top Fall 2024 Destinations for Canadian Travellers

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

The following are forward-looking trends revealed in the **2024 Virtuoso Brand & Travel Tracker** study, a proprietary survey of high-value travellers across 17 countries conducted in collaboration with YouGov.

Sun-Kissed Sands and City Sights

Canadian luxury leisure travellers have shared their travel plans for the upcoming fall and festive season, with beach getaways and city adventures topping their list. Perhaps not surprisingly, Canadians love to explore their own country, with staycations actually topping cruises.

1. Beach (53 percent)
2. Exploring a city (49 percent)
3. Foodie/culinary adventure (21 percent)
4. Staycation (20 percent)
5. Cruise (18 percent)
6. Museum/historic tour (18 percent)

Relax, Rejuvenate and Repeat

Canadians prioritise fulfilling their mental and emotional needs through travel, focusing on joy and happiness (70 percent), mental reset (58 percent) and curiosity and exploration (52 percent). However, secondary motivations vary based on travel companions. For example, couples often opt for romantic getaways, families with adult children favour nature and eco-tourism, and trips with extended family or friends tend to be celebratory or adventurous. Overall, a vast majority of Canadians (72 percent) continue to take leisure trips primarily to relax and disconnect, a trend unchanged since 2023.

Virtuoso Canadian Travellers Set the Bar High

Virtuoso’s Canadian travellers prioritise travel more than the average traveller by staying longer and spending more, so it is no surprise they value the guidance and expertise of professional travel advisors.

- Travellers who use Virtuoso advisors plan to spend twice as much as travellers who use non-Virtuoso advisors and three times more than do-it-yourself planners.
- Virtuoso-advised travellers are expected to spend an average of 14 nights at hotels in 2024 vs. 12 nights in 2023. That is 50 percent longer than non-Virtuoso advised travellers and a 16 percent increase year-over-year.

- Virtuoso travellers spend an average of 21 nights on cruises, which is three times more than the number of cruise nights spent by non-Virtuoso travellers.

Top destinations are derived from transactional data sourced from Virtuoso's travel agency members. Virtuoso Travel Week will continue through Friday, August 16, with news, trends and industry recognition, all concluding with a showstopping gala Thursday evening, to be shared during the week. Follow Virtuoso Travel Week's happenings in real-time via the network's social media channels: @VirtuosoLtd on Instagram and Virtuoso Travel on Facebook and LinkedIn. For more information on Virtuoso, 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 2,300 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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