



VIRTUOSO®

VIRTUOSO®, THE VOICE OF LUXURY, REVEALS THE TRENDS AND INSIGHTS DEFINING LUXURY TRAVEL FOR THE FALL AND FESTIVE SEASONS AND BEYOND

LAS VEGAS (August 14, 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 to determine what's new and next in luxury travel, while also revealing the data and insights that prove it. 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.

The results of the extensive research were shared at the 36th annual Virtuoso Travel Week, taking place August 10-16, in Las Vegas at Bellagio Resort & Casino, ARIA Resort & Casino, The Cosmopolitan of Las Vegas and Vdara Hotel & Spa. Known as the Fashion Week of luxury travel, Virtuoso Travel Week is renowned for presenting the latest trends and news to thousands of industry leaders while driving multi-million-dollar travel sales each year.

The key takeaway is that travel remains robust, even against a backdrop of global challenges. Year-to-date sales have surpassed those of 2023 for the same January-June timeframe by 14 percent and skyrocketed 211 percent over 2019, with future 2025-2026 sales already up 38 percent over last year. The demand for travel advisors remains high, with a 76 percent increase in consumers seeking out travel advisors so far this year via the network's site, [virtuoso.com](#).

While domestic travel dominates in fall 2024, travelers are venturing afar in record numbers, with Italy, France, Mexico, the United Kingdom, Spain, Saint Barthelemy, Portugal, Canada and Japan topping the list. The largest growth areas year-over-year are Canada (+168 percent), Japan (+160 percent) and Saint Barthelemy (+155 percent). Major cities like Paris, London, New York, Rome and Tokyo are showing significant increases compared to 2023, while destinations such as Taormina (Sicily), Napa and Amsterdam are seeing rate declines, making this fall a great time to visit.

For the festive season, Mexico, Hawaii, Anguilla, Costa Rica and Saint Barthelemy are the most sought-after destinations, with Saint Lucia, the Dominican Republic and Grenada coming on strong with double- and triple-digit percentage increases. Notably, Maui is up 66 percent for the holidays compared to last year. Fall and festive season bookings are expected to be strong, with fall bookings up 23 percent and festive season bookings up 32 percent compared to 2023. Additionally, Virtuoso's preferred hotels are seeing rate increases of 46 percent in the Caribbean and eight percent in Mexico.

When it comes to the hottest travel trends, Virtuoso advisors have noted continued demand for exclusive-use experiences such as VIP transportation, luxury yachts and private residences, along with itineraries that incorporate next-level stimulation and engagement. Requests for these exceptionally high-end experiences have increased for 89 percent of Virtuoso advisors. Leading trends in ultraluxe travel include expedition cruises, exotic destinations (such as Fiji, the Maldives and Thailand) and African safaris. Top motivations for ultraluxe travel are celebrations, passion-point experiences (like sports, arts, culture, concerts and festivals) and once-in-a-lifetime trips.

Of particular interest is a notable shift from focusing on a trip to-do list to an emphasis on how one *feels* during travel. Virtuoso's research has identified that travelers prioritize curiosity and exploration (77 percent), joy and happiness (65 percent) and awe and wonder of nature (57 percent) as the top emotional drivers for luxury travelers. The intangibles of a travel experience are more compelling than checking off bucket list items.

Other trends include a rise in travel to cooler climates, or “Coolcations,” to destinations in northern Europe and Canada, which are up 44 percent this summer, while visits to warmer spots, including Italy, Greece and France, have decreased by .5 percent. Wellness travel is expected to be a major trend this year and into the next, with a focus on “Silver Bullet” wellness – a sub-trend coined by Globetrender in a forthcoming co-authored report with Virtuoso – highlighting hyper-specific, targeted “cures” tailored to individual wellness needs. A survey revealed that 70 percent of travelers are seeking relaxation and disconnection through wellness travel, while half are interested in hyper-personalized experiences and mental resets.

Solo female travel, dubbed as “Wander Women” by Virtuoso and Globetrender, has also seen significant growth, with women making up 71 percent of solo travelers. Additionally, as Gen Z begins having children in 2025 (Beta babies), the industry for the first time will see seven generations traveling simultaneously. Legacy travel, or the act of bringing all these generations together to celebrate milestones or to seek nostalgia and reconnection (24 percent according to the 2024 Virtuoso Brand & Travel Tracker study) is becoming increasingly popular. And Virtuoso shared that when surveyed, 32 percent of Gen Zs were planning to travel with children over the next year, with 42 percent of them planning to do so under the guidance of a travel advisor.

Travel to off-the-beaten-path destinations and at off-peak times is growing in popularity, aligning with the trend toward more responsible and sustainable travel as a response to overtourism. Sales for Virtuoso’s sustainable partners are an impressive \$700 million in 2023, with strategic alternatives such as Slovenia, Portugal and Croatia emerging as attractive options to avoid crowded destinations at peak times. Virtuoso advisors play a crucial role in educating clients about sustainable travel while fulfilling their travel aspirations. These efforts are detailed in the [2024 Virtuoso Impact Report](#), the first ongoing study that tracks luxury travel’s positive contributions to sustainable travel.

Please access complete findings [here](#).

Booking analysis is based on transactional data sourced from Virtuoso’s travel agency members; wellness and off-the-beaten-track travel insights were based on surveys conducted with Virtuoso advisors; and sustainability findings are the result of a recent in-depth analysis of Virtuoso partners. Generational analysis is sourced from Virtuoso/Globetrotter Luxury Travel Trends 2024 and the 2024 Virtuoso Brand & Travel Tracker study.

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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