

2026

Virtuoso Global Stewardship Impact Report





Letter From the Editors

Three years ago, when we published Virtuoso's first annual Impact Report, we were looking for data and stories. We wanted to better understand how our network contributes to the wellbeing of destinations, communities, and the natural world.

Since then, the conversation has expanded considerably. What began with 215 partner organizations across 60 countries has grown into a global study reaching 767 companies in 95 countries. Alongside them, 316 Virtuoso members and advisors have contributed their perspectives through more than 50 questions exploring the evolving relationship between travel, destinations, and stewardship. Each year, participation grows, bringing new voices, new perspectives, and a richer understanding of the role travel can play in the world.

Before anything else, we would like to thank every member, partner, and destination representative who took the time to participate. The generosity with which our network shares its experiences, challenges, ideas, and ambitions is what makes this report possible. This report belongs to all of you. Its insights come directly from the conversations, data, and collective commitment of a community that continues to lead by example. This year, that evolution has led us somewhere new.

For the first time, we are introducing **Global Stewardship**. It is a concept that captures what so many across the Virtuoso network are already doing: caring for the natural environments, cultures, and local economies that make extraordinary travel experiences possible. More than a new name, it is a broader lens—one that recognizes that the future of travel depends on the health, resilience, and vitality of the destinations we visit.

It also gives us an opportunity to take this report to a new level.

Rather than simply documenting actions and outcomes, we wanted to explore the forces shaping travel today—and increasingly, its future. This

year we dove deeper into three topics:

The first is **climate**. No longer a distant concern, climate change is influencing where people travel, when they travel, and how businesses prepare for an increasingly unpredictable world. The second is **overtourism**. Across the globe, many destinations are searching for ways to balance popularity with livability. Encouragingly, most of the solutions—spreading demand across seasons, supporting lesser-known places, and strengthening community partnerships—are already taking shape throughout our network.

And then there is culture. If one theme stood out most this year, it was the recognition that meaningful travel is rooted in human connection: local traditions, heritage, creativity, storytelling, and the communities that bring destinations to life. Again and again, the research pointed to culture not as a side conversation, but as one of travel's most powerful assets.

Taken together, these themes point to something we believe deeply: stewardship is not separate from travel. It is travel at its best. It is the understanding that extraordinary journeys and thriving destinations depend on one another.

We hope the stories and insights in these pages offer inspiration, perspective, and perhaps a few new ideas. Most of all, we hope they encourage all of us to continue building a travel industry that helps people and places thrive.

Jessica Upchurch
*Vice Chair and Head
of Global Stewardship*

Javier Arredondo
*Vice President
Global Stewardship*

Keriann Ashley-Chase
*Senior Manager
Global Stewardship*

Contents



01 • Virtuoso Global Stewardship

02 • Stewardship Is Core to Luxury Travel

03 • What Luxury Travelers Are Asking For

04 • Pressures Shaping Travel's Future

05 • Stewardship in Action

06 • Global Stewardship at Scale





01

Virtuoso Global Stewardship



Purpose-Led Travel in a Changing World

Travel brings people closer to places and cultures, and it leaves a mark on every destination. Virtuoso Global Stewardship is how Virtuoso and its network fulfil that responsibility.

Global Stewardship is simply a clearer way to describe what the Virtuoso network already does. It covers all of it: protecting the environments we visit, respecting the cultures we encounter, strengthening the communities we rely on, and building the resilience that comes when those three stay in balance.

At the core, stewardship is about who we are. It's the role we choose to play in the places we serve, and the responsibility that comes with the reach and influence of luxury travel.

Virtuoso's Global Stewardship Mission and Pillars

"To empower our network to grow through purpose-led travel, building resilience for people and places."



Planet



Culture

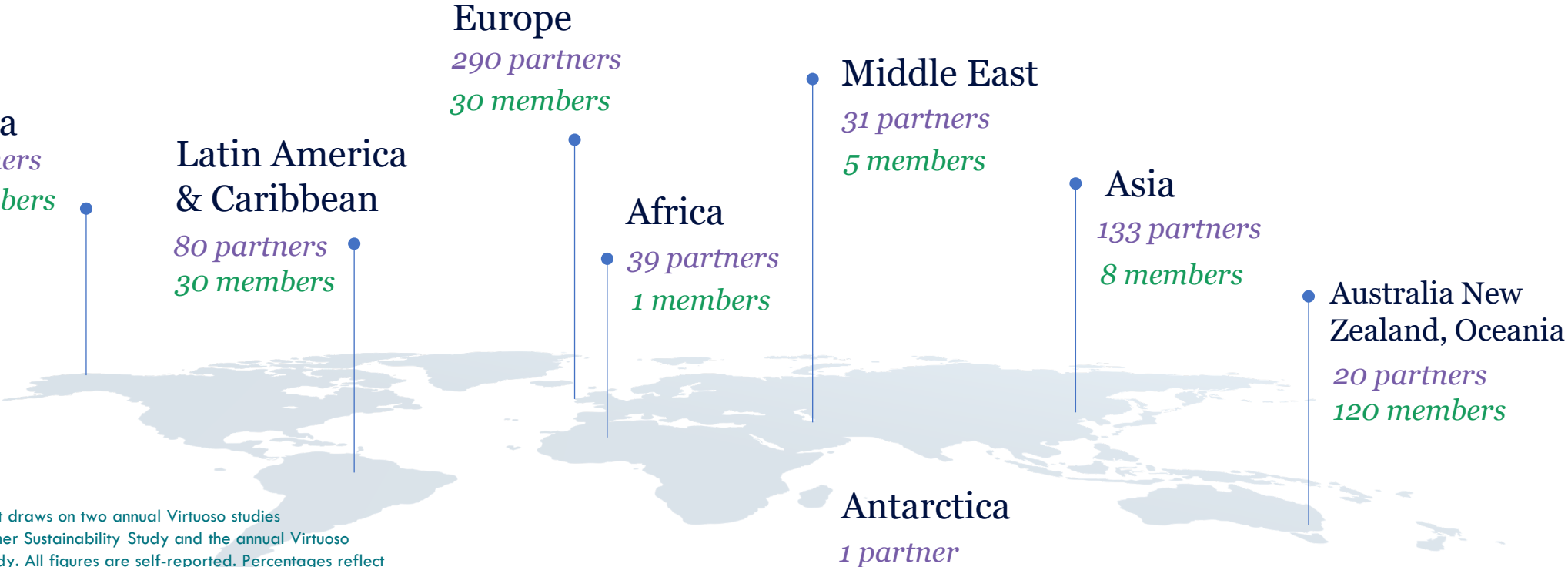
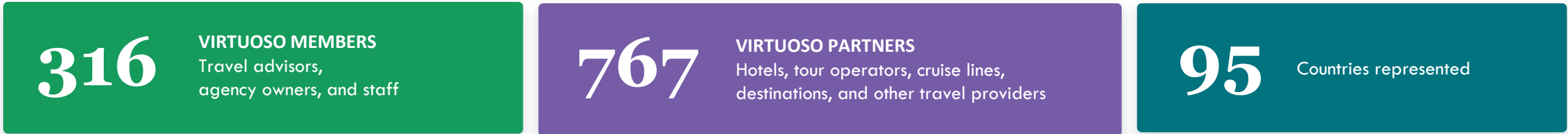


Economies



About This Report

This report draws on the Virtuoso Sustainability Study, conducted annually across two audiences since 2023:



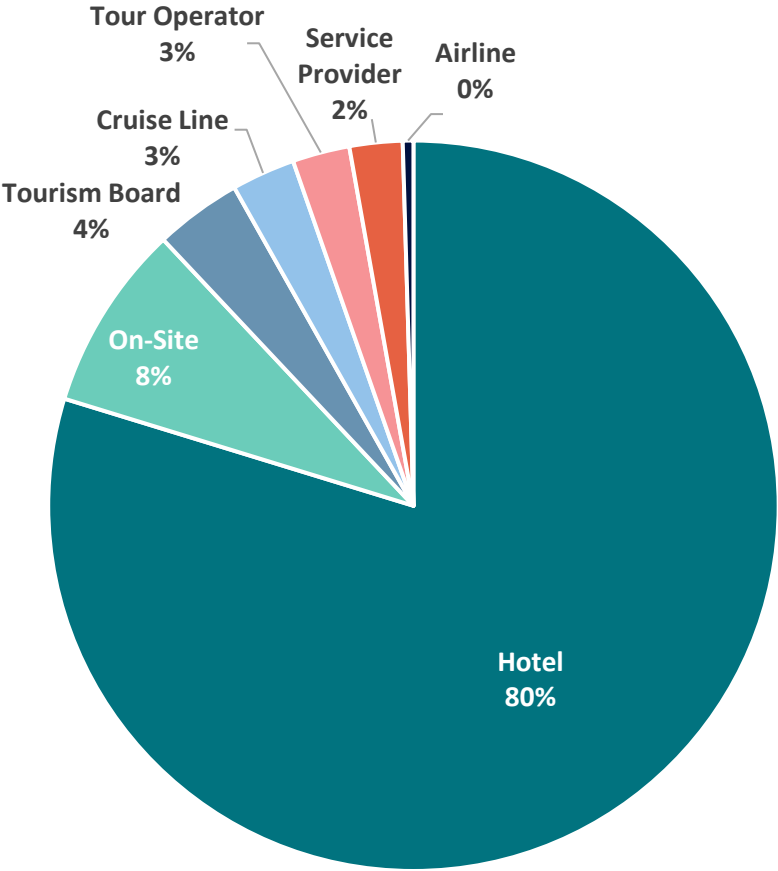
About the data: This report draws on two annual Virtuoso studies

- The annual Virtuoso Partner Sustainability Study and the annual Virtuoso Member Sustainability Study. All figures are self-reported. Percentages reflect the share of respondents who answered each question.

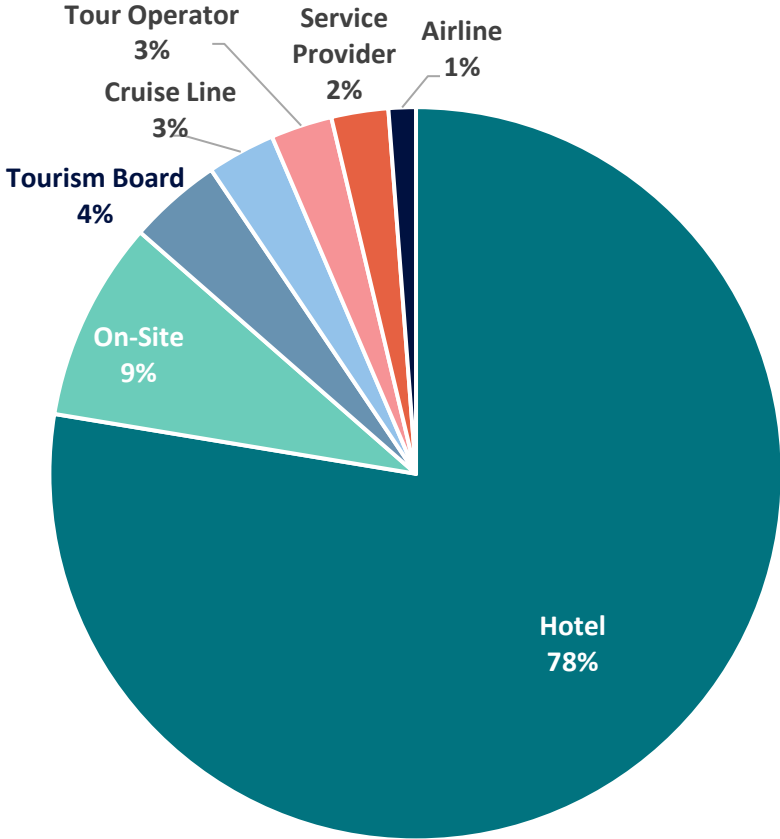
Partner Study Respondents: Representation



The responding partners span all major partner types across the Virtuoso network, with hotels forming the largest share of both the network and the study.



Virtuoso Partner Study Representation



Virtuoso Network Representation

Partner Study Respondents: Virtuoso Partner Sustainability Study, respondents by partner type (n = 767). type (n = 767). Network representation reflects the composition of the full Virtuoso partner network.
Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

Global Stewardship in Action



11,000+

*sustainability actions
reported in place across the
Virtuoso network*

47%
Planet

22%
Economies

32%
Culture

+19%

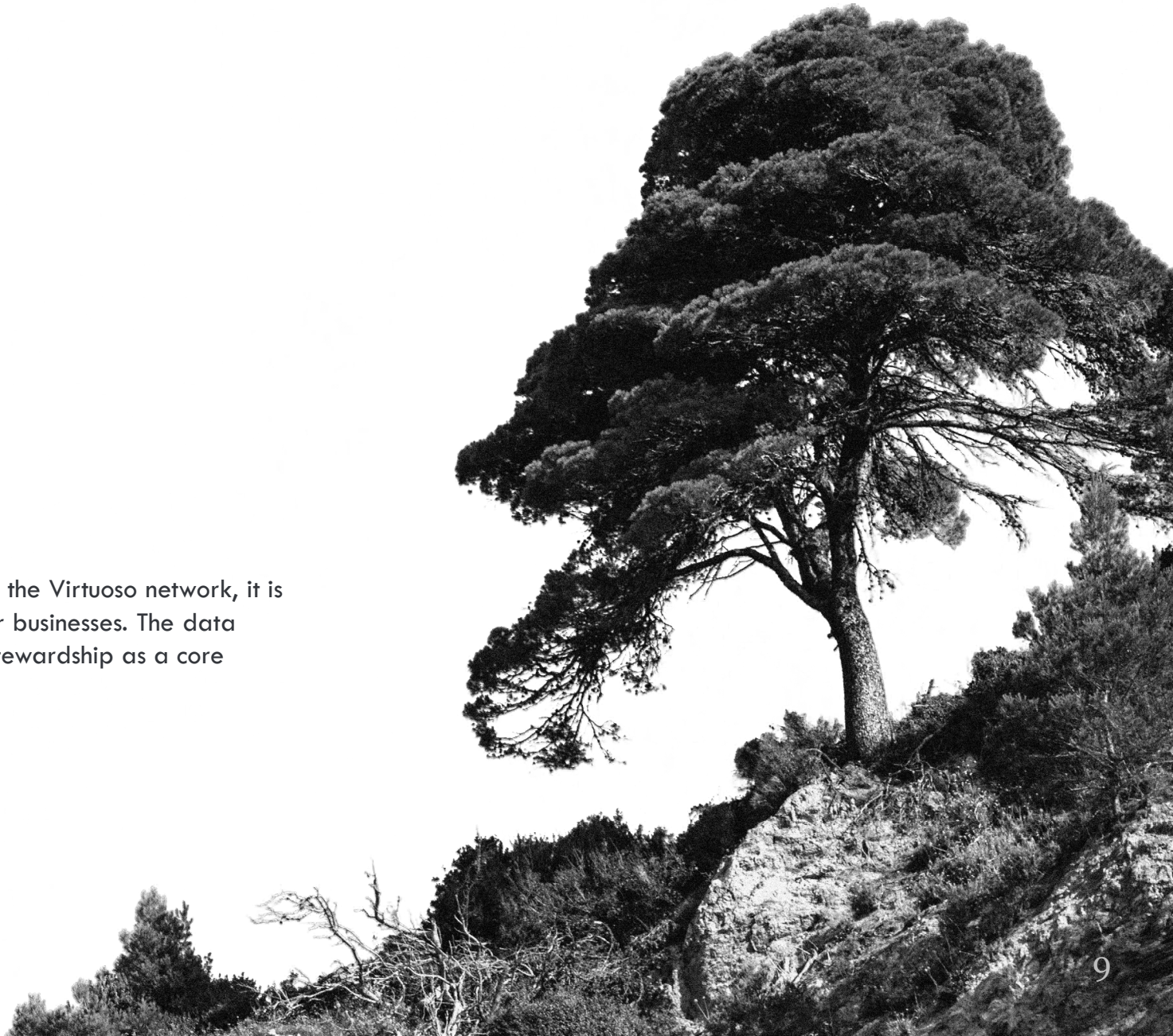
Planned
expansion



02

Stewardship Is Core to Luxury Travel

Global Stewardship is not a side conversation in luxury travel. Across the Virtuoso network, it is part of how advisors approach their work and how partners run their businesses. The data shows a network that is engaged, informed, and organized around stewardship as a core practice.



Advisors Are Engaged

Advisors are the link between luxury travelers and the destinations they visit. Their knowledge, confidence, and focus shape what clients experience.



87%

Rate themselves as knowledgeable about
about sustainable travel



81%

Feel confident discussing sustainable travel
with partners and clients



82%

Describe their business as focused on
sustainable travel

Stewardship depends on the people having the conversations. Advisors who feel informed and confident are the ones who can translate a partner's work into something a client understands, values, and remembers.

The Business Case Is Strong

Virtuoso members and partners see sustainability as good business, not simply good practice.

Members

85% *see selling sustainable travel as a business opportunity*

96% *are interested in selling more sustainable travel products*

Partners

84% *consider their sustainability efforts a profit driver*

89% *describe sustainability as a high priority*

Members and partners align on the fundamental question: **this is good for business.**

Where they diverge is in intensity. Partners, with larger operations and longer horizons, treat this as a strategic priority. Members are more likely to describe it as an opportunity they want to grow into. This points to an opportunity to help advisors turn strong interest into stronger practice.

Virtuoso Member Sustainability Study

- “Do you see selling sustainable travel as a business opportunity?” (n = 316)
- “How interested are you in selling more sustainable travel products/destinations?” (n = 316)

Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

Virtuoso Partner Sustainability Study

- “To what degree does your company consider your sustainability efforts to be a profit driver?” (n = 763)
- “How would you rate the level of priority your company places on sustainability initiatives related to travel and hospitality?” (n = 646)

Stewardship as Organizational Strategy

Beyond intent, partners have built the infrastructure to act on their sustainability commitments.



Dedicated teams and foundations point to a network that treats stewardship as an operational function, not a marketing message. When 93% of partners have someone accountable for this work, it is being resourced, not just referenced.

Most Common Certifications

Among partners who hold certifications, the most common include:



Green Key

EarthCheck

ISO 14001
and 50001

GSTC
Accreditation

Green Globe

B Corporation

*Certifications remain a common signal
of commitment across the network.*

03

What Luxury Travelers Are Asking For

Luxury travelers may not be asking for sustainability, explicitly, but are increasingly asking for travel that means something. The Virtuoso network sees it in advisor conversations, in client preferences, and in the questions travelers bring to the planning table.

The data suggests that demand is real, that it is growing, and that awareness has room to catch up.



Advisors Say Clients Are Interested in Purpose-Led Travel

66%

Say clients are more interested in booking sustainable travel than five years ago



*Advisors are watching client preferences shift:
The direction is clear. Interest in purpose-led travel is not niche, and it is not slowing. It is becoming part of what luxury travelers expect*

61%

Say their clients are willing to to spend more **if they know about** a partner or destination's sustainable practices and/or projects



Opportunity Gap: Awareness Has Not Yet Caught Up

INTEREST

66%

clients more interested
than five years ago



INFORMED

16%

Say their clients
informed or very
informed about partner
sustainability practices



Interest is one thing. Understanding is another. Only 16% of clients are informed or very informed about a partner or destination's sustainability efforts, while 2/3 of members believe clients who prioritize sustainability prefer trips with explicit sustainable elements.

The gap between what luxury travelers care about and what they know is one of the clearest opportunities in the report.

Demand is growing faster than understanding.

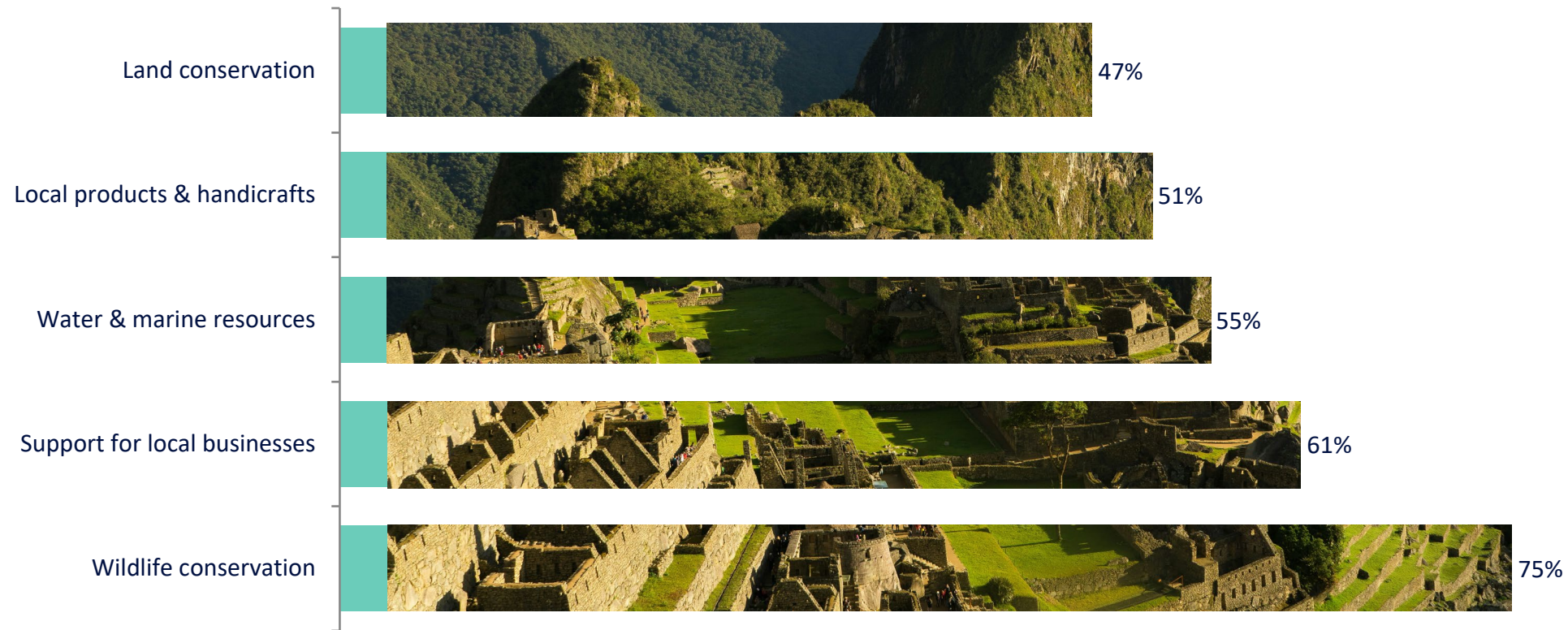
That is a role advisors and partners can fill together.

Virtuoso Member Sustainability Study

- "In the last 5 years, have you observed a shift in your client's interest in booking sustainable travel?" (n = 218)
- "How informed are your clients about a partner or destination's sustainable practices and/or projects?" (n = 316)
- "Do your clients who prioritize sustainability prefer trips with explicit sustainable elements or, are they satisfied knowing that their travels are conducted responsibly?" (n = 316)

What Luxury Travelers Value

When members select partners for their clients, certain priorities rise to the top. Members indicate the most important sustainability efforts in partner selection:



Trust Signals

Members also indicate what helps them trust that a partner is truly practicing what they promote:

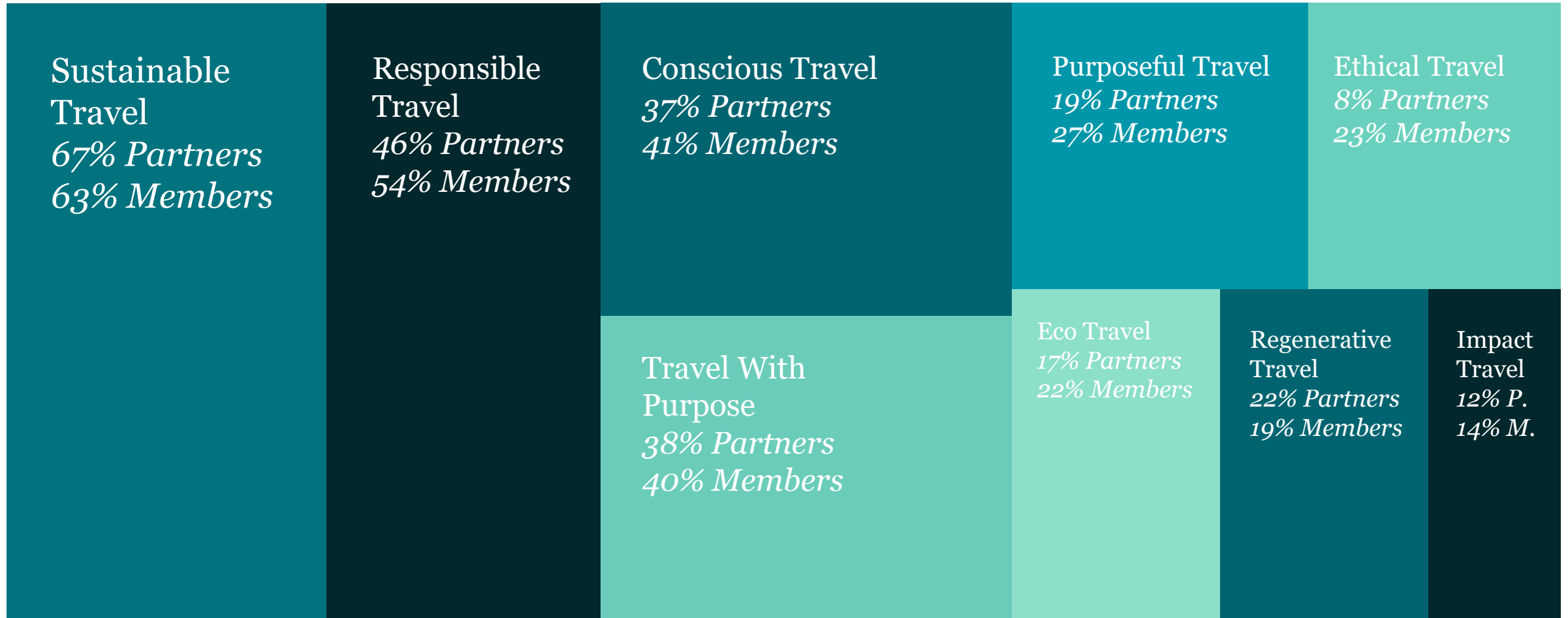


The pattern is telling. Luxury travelers value the tangible: wildlife, local businesses, marine resources, artisans. Advisors trust the credible: people, proof, and stories. This points to an opportunity for partners to invest as much in communicating their work as in doing it.

Luxury travelers want travel with meaning. Advisors see it. Partners are being asked for it. The remaining opportunity is to close the awareness gap and give travelers the language, the evidence, and the confidence to act on their interest.

The Language of Stewardship

Terms used for sustainable travel: members vs partners



04

Pressures Shaping Travel's Future

Luxury travel does not operate in a vacuum. It happens in real places, under real conditions, and increasingly in the face of real pressures. Climate change and overtourism are reshaping how destinations function, how advisors plan, and how partners operate.

Members and partners describe these pressures in different terms, but the underlying signal is the same: the environment around luxury travel is changing.



Climate Is a Factor



MEMBERS

72%

say climate
affects clients'
travel planning

PARTNERS

82%

are concerned about the
impact of climate on
their business

Climate is a factor in how the network plans, operates, and communicates.

The concern is widely shared across the network. Advisors see it in client conversations. Partners see it in their operations. That kind of alignment matters because it means climate response is being addressed from both sides of the network simultaneously.

How Climate Is Being Felt

In the past 12 months, climate change, changing weather systems, and natural disasters have affected members and partners in aligned but distinct ways.

MEMBERS SEE (client travel impacts)

- Clients changing destinations
- Off-season travel shifts
- Itinerary changes mid-trip
- Delays and disruptions
- Heat-related trip adjustments

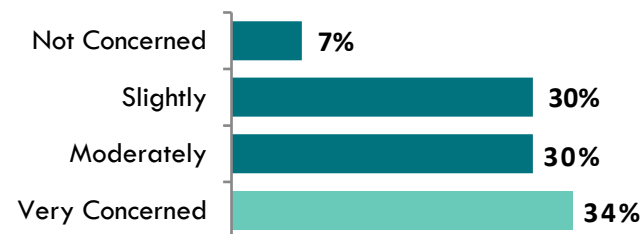
PARTNERS SEE (business impacts)

- Itinerary and schedule changes
- Cancellations and service disruptions
- Operational and staffing strain
- Infrastructure damage and closures
- Crisis communication demands

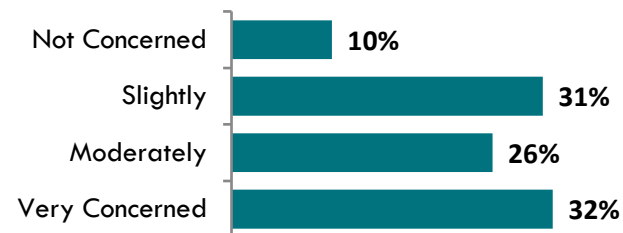
Members: Climate Is Reshaping Demand

72% of members say climate and extreme weather affect travel planning

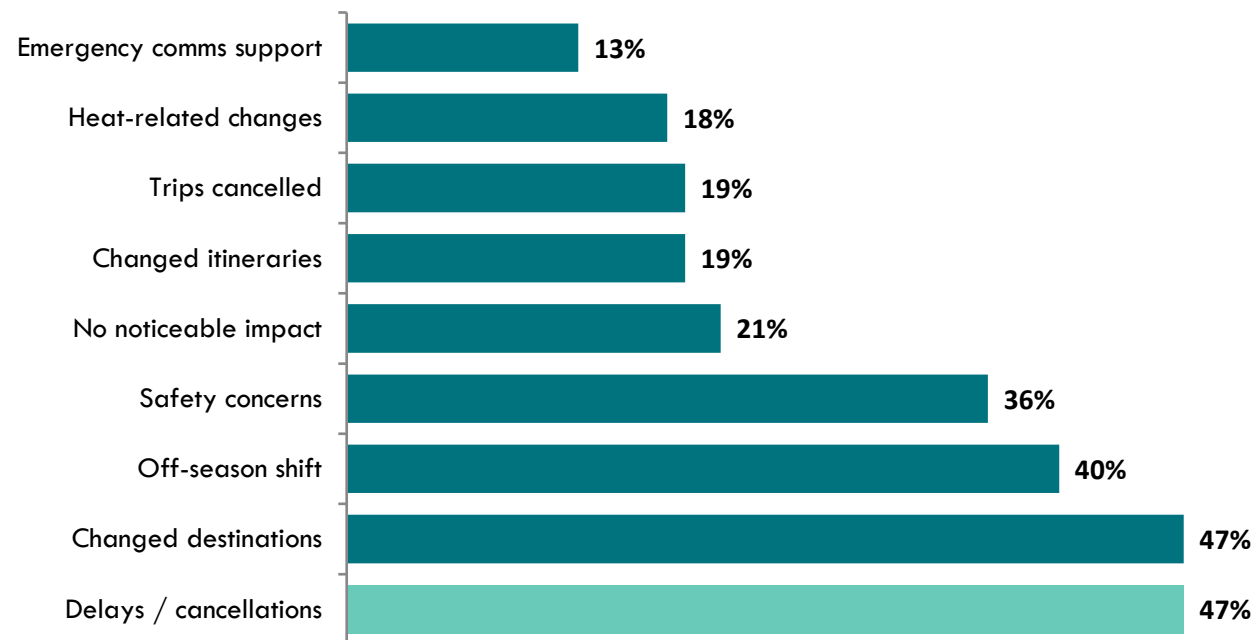
Concern about impact on clients' travel



Concern about impact on business



How climate affected clients' travel (past 12 mo)

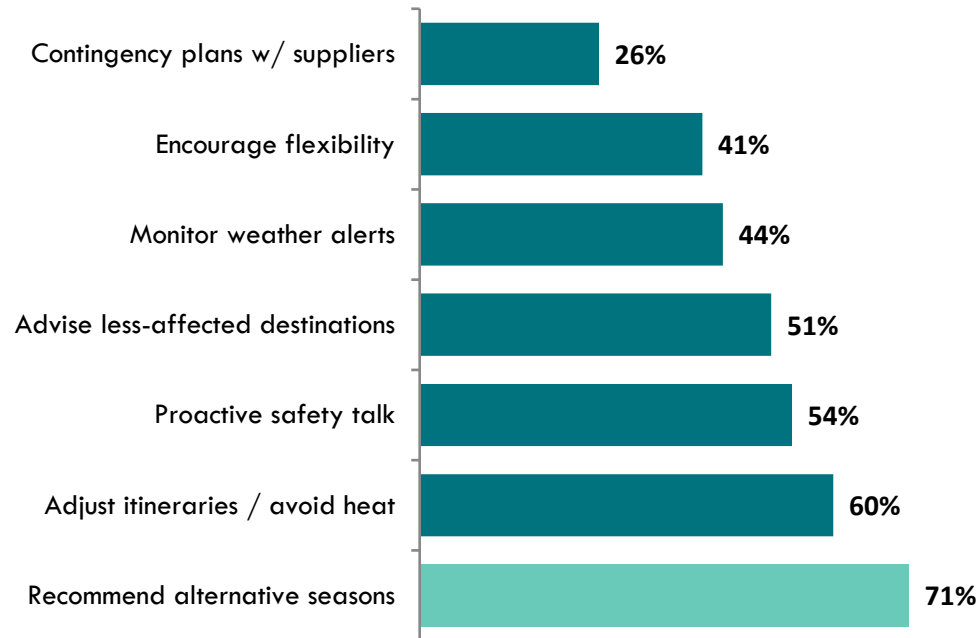


Virtuoso Member Sustainability Study

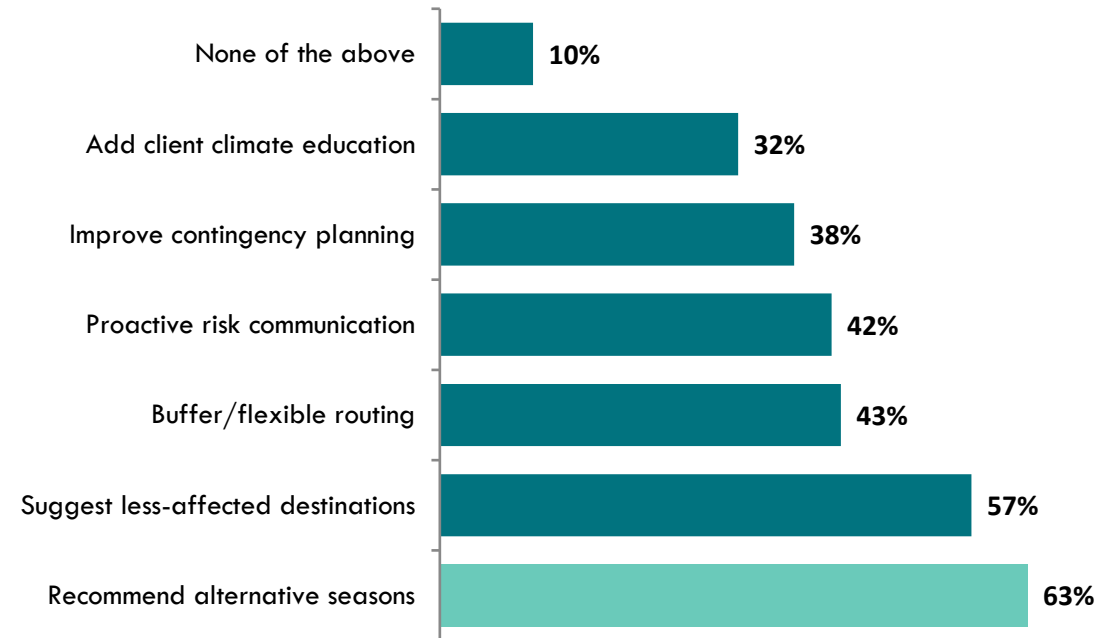
- “Is changing climate and/or extreme weather events and conditions affecting travel planning and choices?” (n = 316)
- “To what degree are you concerned about the impact of climate change, changing weather systems, and increased natural disasters on your clients' travel?” (n = 134)
- “To what degree are you concerned about the impact of climate change, changing weather systems, and increased natural disasters on your business?” (n = 134)
- “In the past 12 months, how have climate change, changing weather systems, or natural disasters affected your clients' travel planning or experience?” (n = 134)

Members: Climate Actions, Now and Planned

Actions taken today

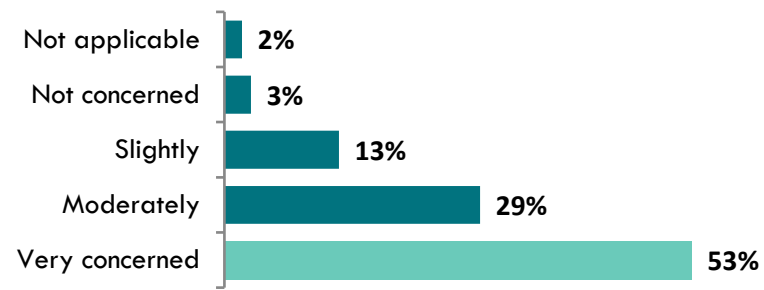


Actions planned next 12 months

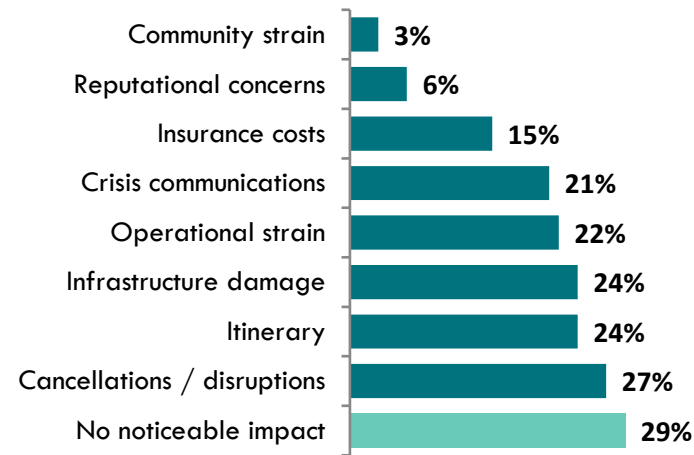


Partners: Meeting Climate Concern With Resilience

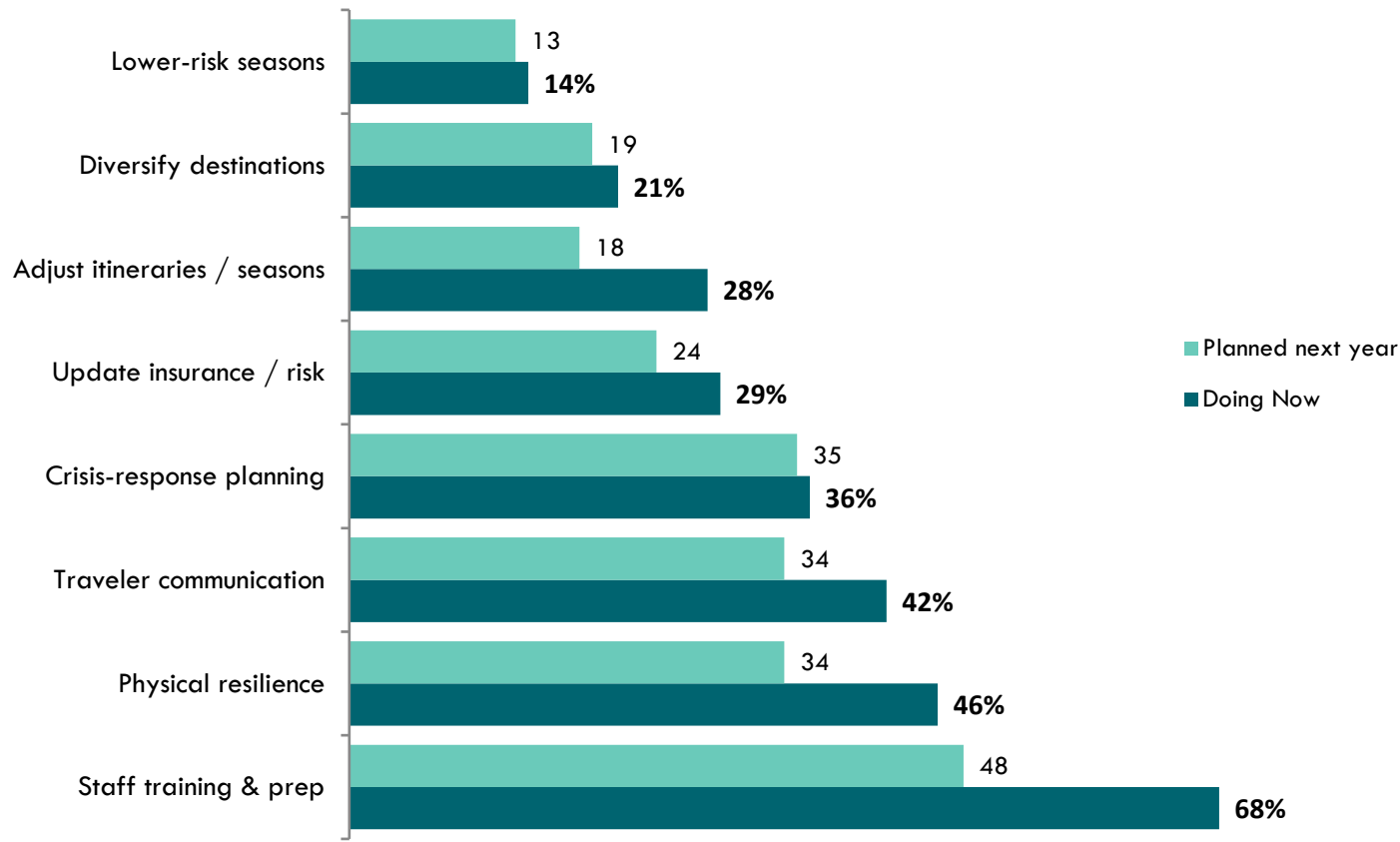
Concern about climate impact on business



Impacts experienced (past 12 mo)



Climate actions: now vs planned



Virtuoso Partner Sustainability Study

*"To what degree are you concerned about the impact of climate change, changing weather systems, and increased natural disasters on your business?" (n = 374)
 *"In the past 12 months, how have climate change, changing weather systems, or natural disasters impacted your business?" (n = 374)
 *"Which actions is your organization taking today to respond to climate-related disruptions?" (n = 374)
 *"Which actions do you plan to implement within the next 12 months to respond to climate-related disruptions?" (n = 374)

How the Network Is Responding to Climate-Related Issues

The response is increasingly organized. Both sides are adapting their practices, planning, and communication.

MEMBERS

- Shifting to alternative seasons
- Recommending alternative destinations
- Building contingency plans with suppliers
- Increasing client communication

PARTNERS

- Adjusting operating patterns
- Investing in physical resilience
- Diversifying destinations and products
- Enhancing crisis-response planning

*The data suggests that climate has moved from an occasional consideration to a planning constant.
Global stewardship increasingly includes preparing for a less predictable operating environment.*

Virtuoso Member Sustainability Study

- “Which actions are you currently taking to help clients navigate climate-related disruptions?” (n = 134)
- “Which actions do you plan to implement within the next 12 months to help clients navigate climate-related disruptions?” (n = 134)

Virtuoso Partner Sustainability Study

- “In the past 12 months, how have climate change, changing weather systems, or natural disasters impacted your business?” (n = 374)
- “Which actions is your organization taking today to respond to climate-related disruptions?” (n = 374)
- “Which actions do you plan to implement within the next 12 months to respond to climate-related disruptions?” (n = 374)

Overtourism



81%

of **members** are concerned about overtourism affecting their clients travel

67%

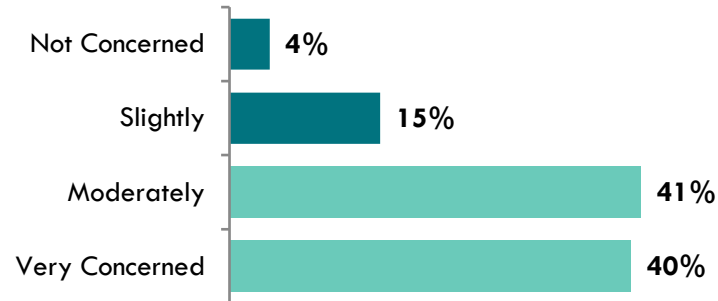
of **partners** are concerned about overtourism affecting their business

Overtourism is another destination-facing pressure the network is responding to.

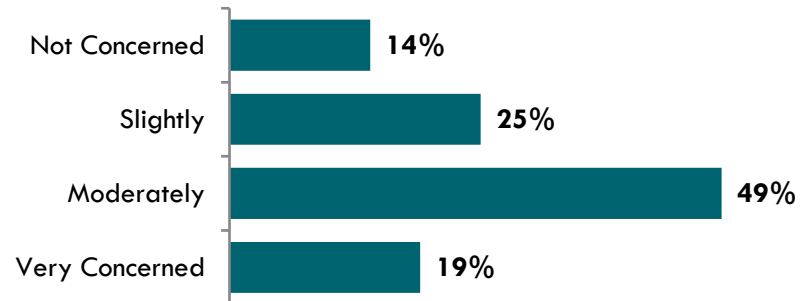
Members indicate that in the past 12 months, overtourism has led clients to avoid specific destinations, change itineraries, choose alternative neighborhoods or destinations, travel in shoulder or off-season, or plan further ahead to access popular sites. Partners report parallel pressures on their side: lower guest satisfaction from crowding, operational strain, cancellations and rerouting, strained relationships with local communities, and reputational risk associated with overcrowded destinations.

Members: Exploring New Destinations and Seasons

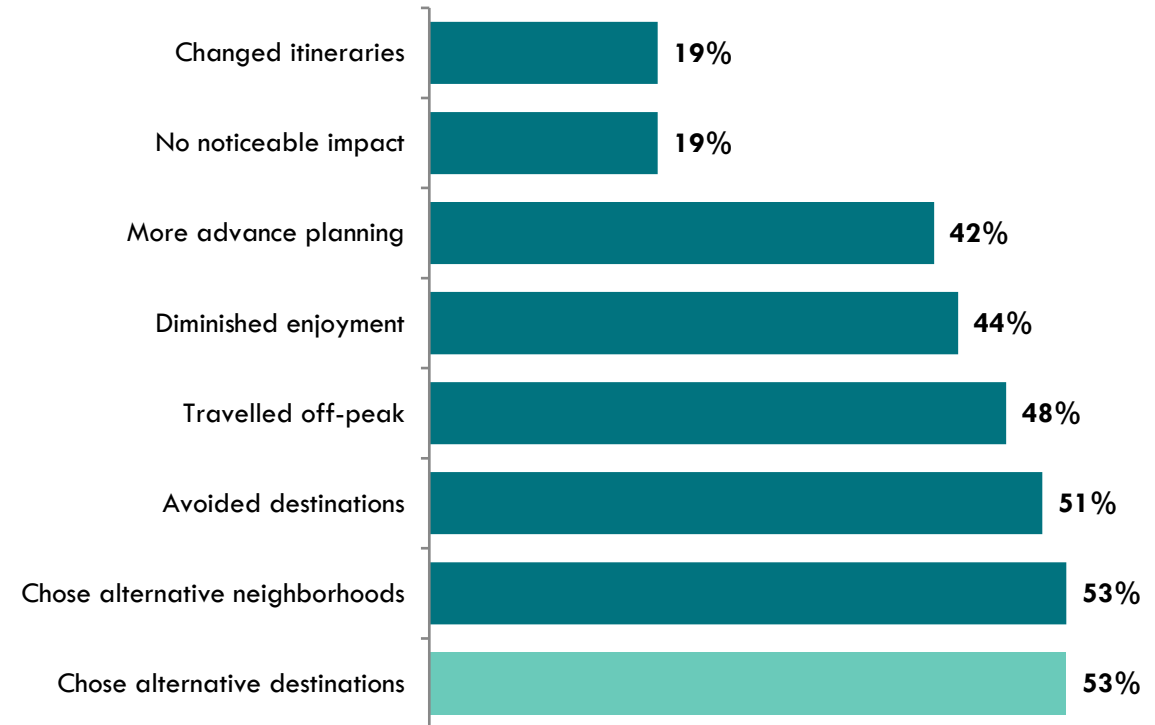
Concern about impact on clients' travel



Concern about impact on business



How overtourism affected clients (past 12 mo)



Virtuoso Member Sustainability Study

*"To what degree are you concerned about overtourism impacting your client's travel?" (n = 134)

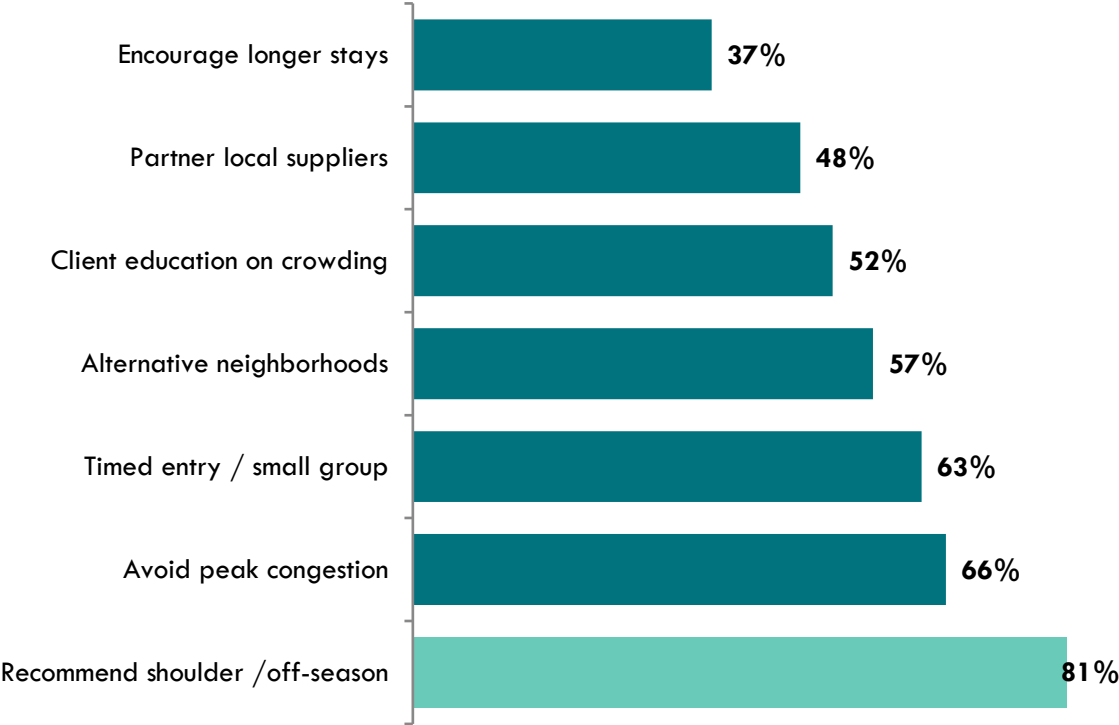
*"To what degree are you concerned about overtourism impacting your business?" (n = 134)

*"In the past 12 months, how has overtourism affected your clients' travel planning or experience?" (n = 134)

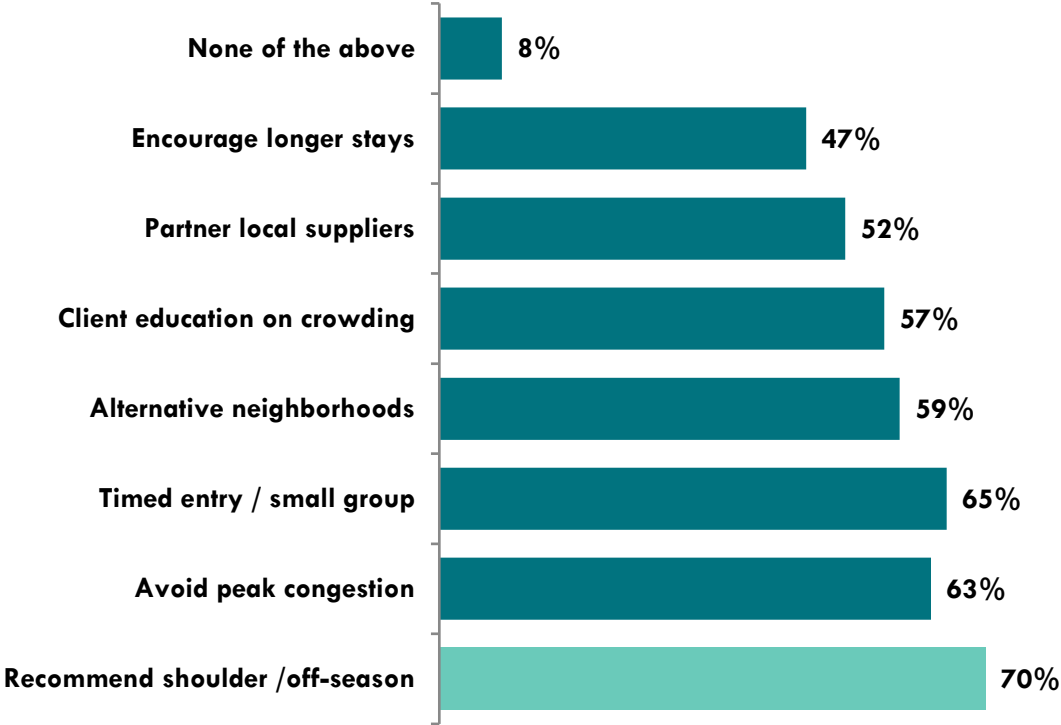
Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

Members: Overtourism Actions, Now and Planned

Actions taken today

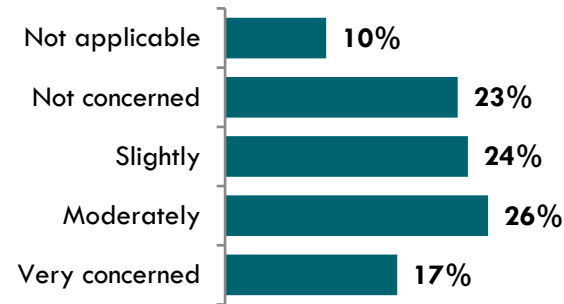


Actions planned next 12 months

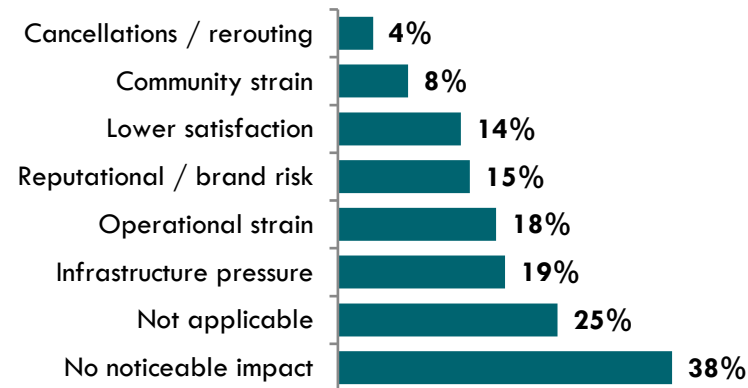


Partners: Managing Overtourism Proactively

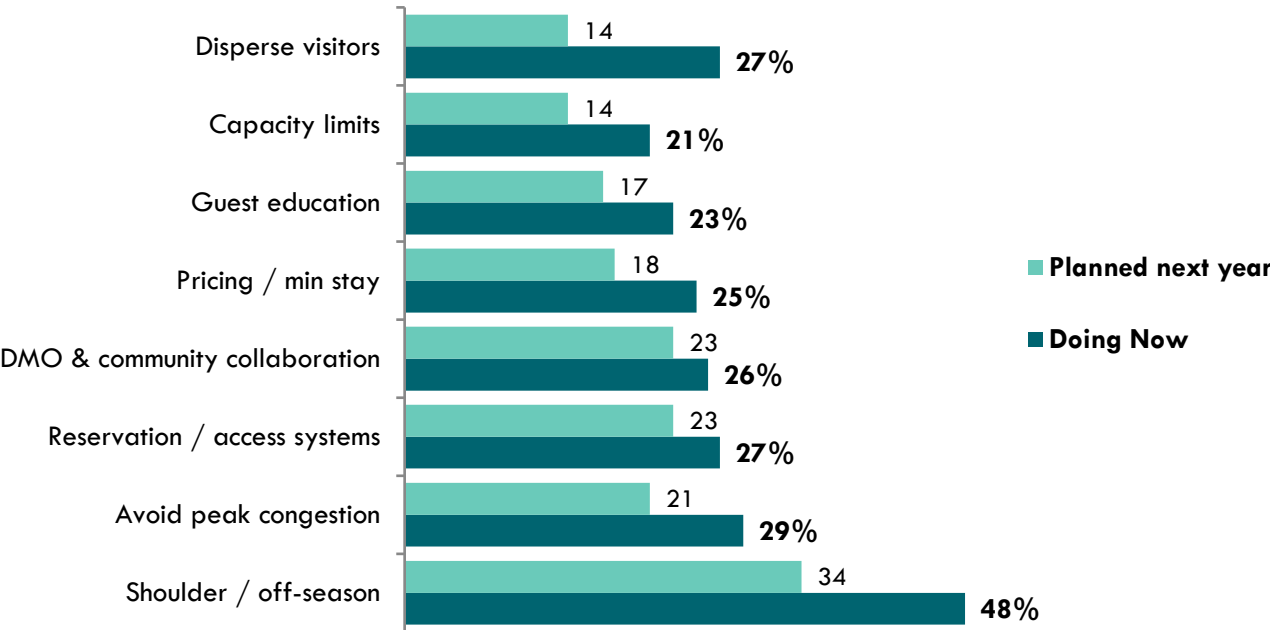
Concern about overtourism



Impacts experienced (past 12 mo)



Overtourism actions: now vs planned



Partner responses represent highly diverse destinations, which influences their degree of concern about overtourism.

Virtuoso Partner Sustainability Study

- *"To what degree are you concerned about overtourism in the destinations you sell, operate in, or represent?" (n = 374)
- *"In the past 12 months, how has overtourism in destinations you sell, operate in, or represent impacted your business?" (n = 374)
- *"Which actions is your organization taking today to help prevent or manage overtourism?" (n = 374)
- *"Which actions do you plan to implement within the next 12 months to help prevent or manage overtourism?" (n = 374)

Shared Response to Overtourism

The response is coordinated in ways that would have been rare a few years ago. Both members and partners are pointing to the same set of actions:

- **Shoulder-season travel**
- **Dispersion to alternative neighborhoods and regions**
- **Capacity-limited experiences and timed entry**
- **Guest education and expectation setting**
- **Collaboration with local authorities and communities**

Climate and overtourism are different pressures, but they push travel in a similar direction: toward alternative destinations, alternative seasons, better planning, and closer relationships with the places luxury travel visits. That is stewardship in practice.

Virtuoso Member Sustainability Study

- "Which actions are you currently taking to help prevent or manage overtourism when advising clients?" (n = 134)
- "Which actions do you plan to implement within the next 12 months to help prevent or manage overtourism?" (n = 134)

Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

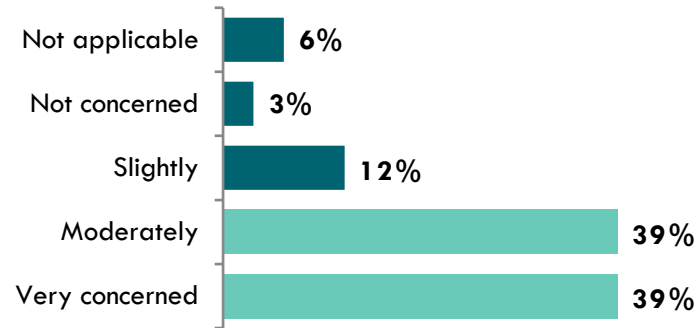
Virtuoso Partner Sustainability Study

- "In the past 12 months, how has overtourism in destinations you sell, operate in, or represent impacted your business?" (n = 374)
- "Which actions is your organization taking today to help prevent or manage overtourism?" (n = 374)
- "Which actions do you plan to implement within the next 12 months to help prevent or manage overtourism?" (n = 374)

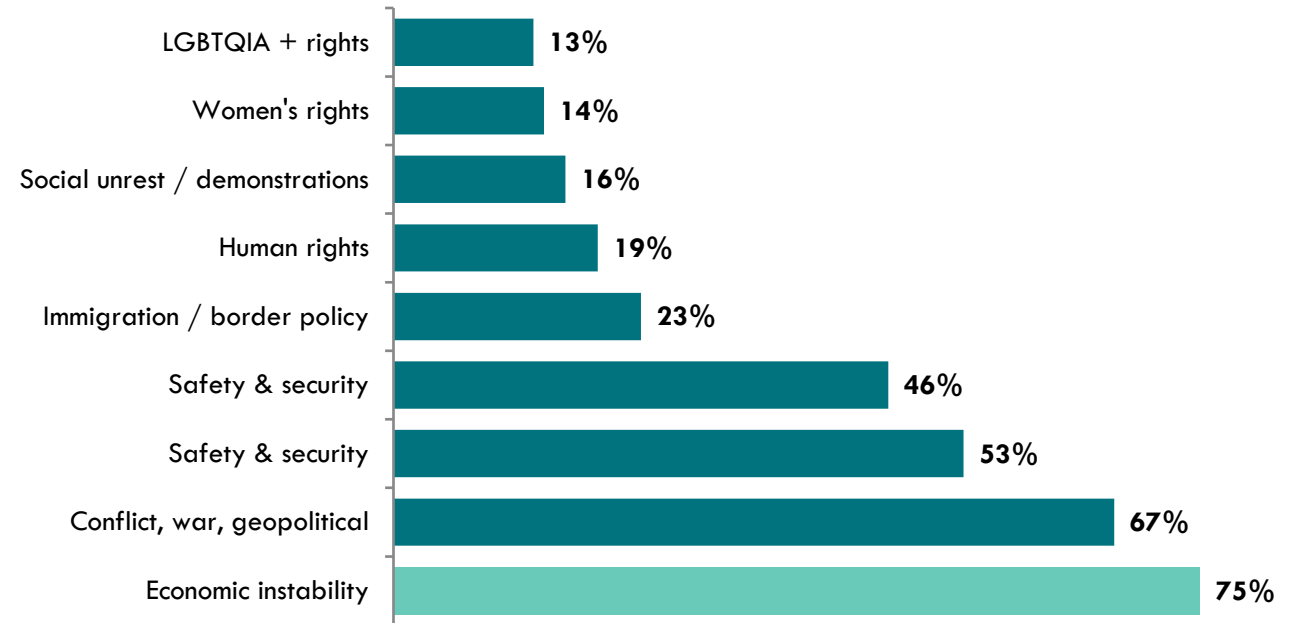
Additional Threats to Travel

In addition to climate and overtourism, there are other threats to the travel industry

Concern about social / political / economic conditions



Conditions of greatest concern



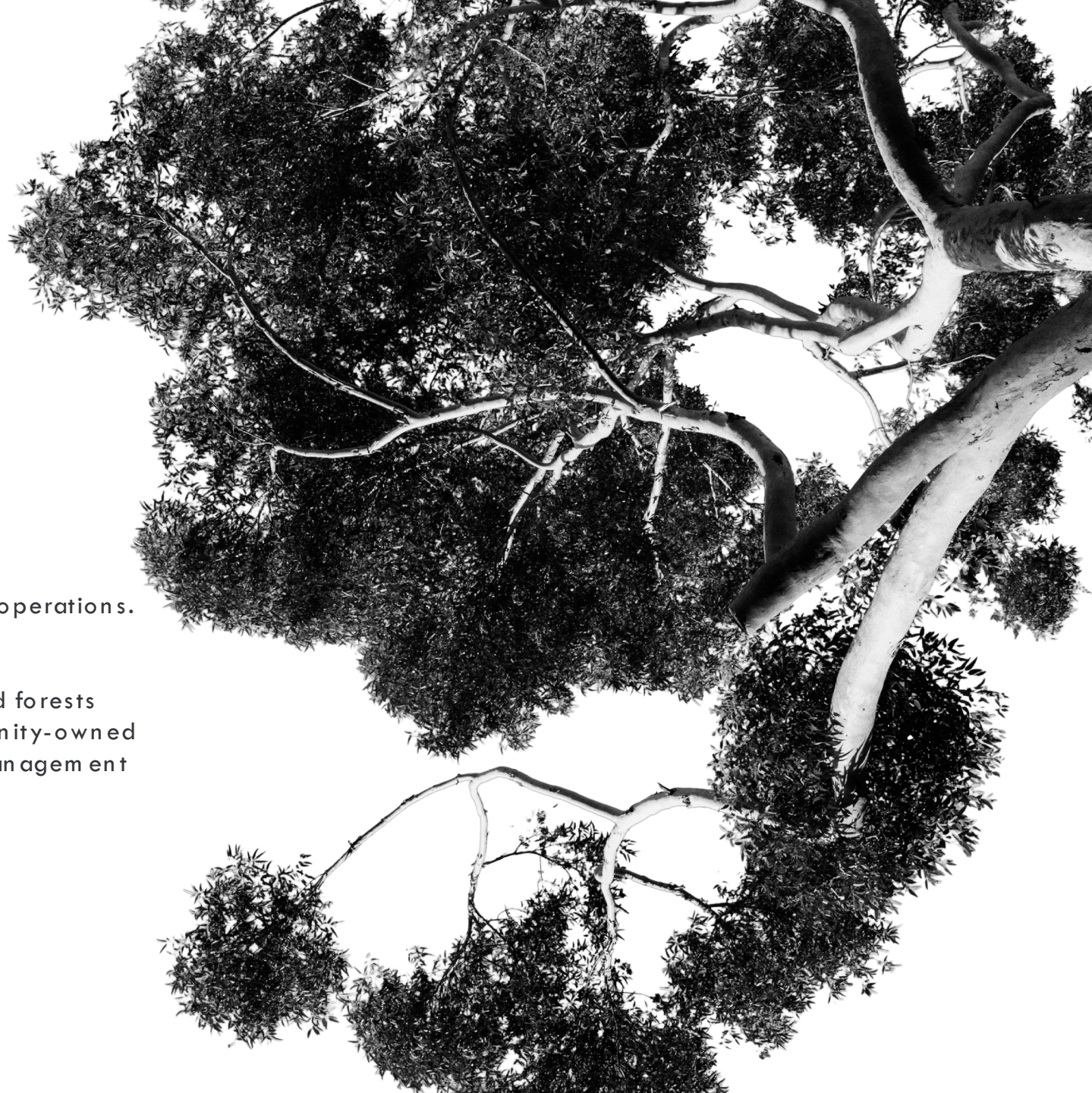
These issues are reshaping destinations, and the network is responding with more coordinated planning, more flexible itineraries, and closer relationships with the places it visits.

05

Stewardship in Action

Advisors see it in client conversations. Partners see it in their operations. Destinations see it in how visitors are choosing to travel.

Global stewardship becomes tangible in the work itself: cloud forests replanted, coral reefs restored, cultural centers built, community-owned lodges opened, micro-enterprise programs scaled, visitor management systems designed.



Current Global Stewardship Efforts

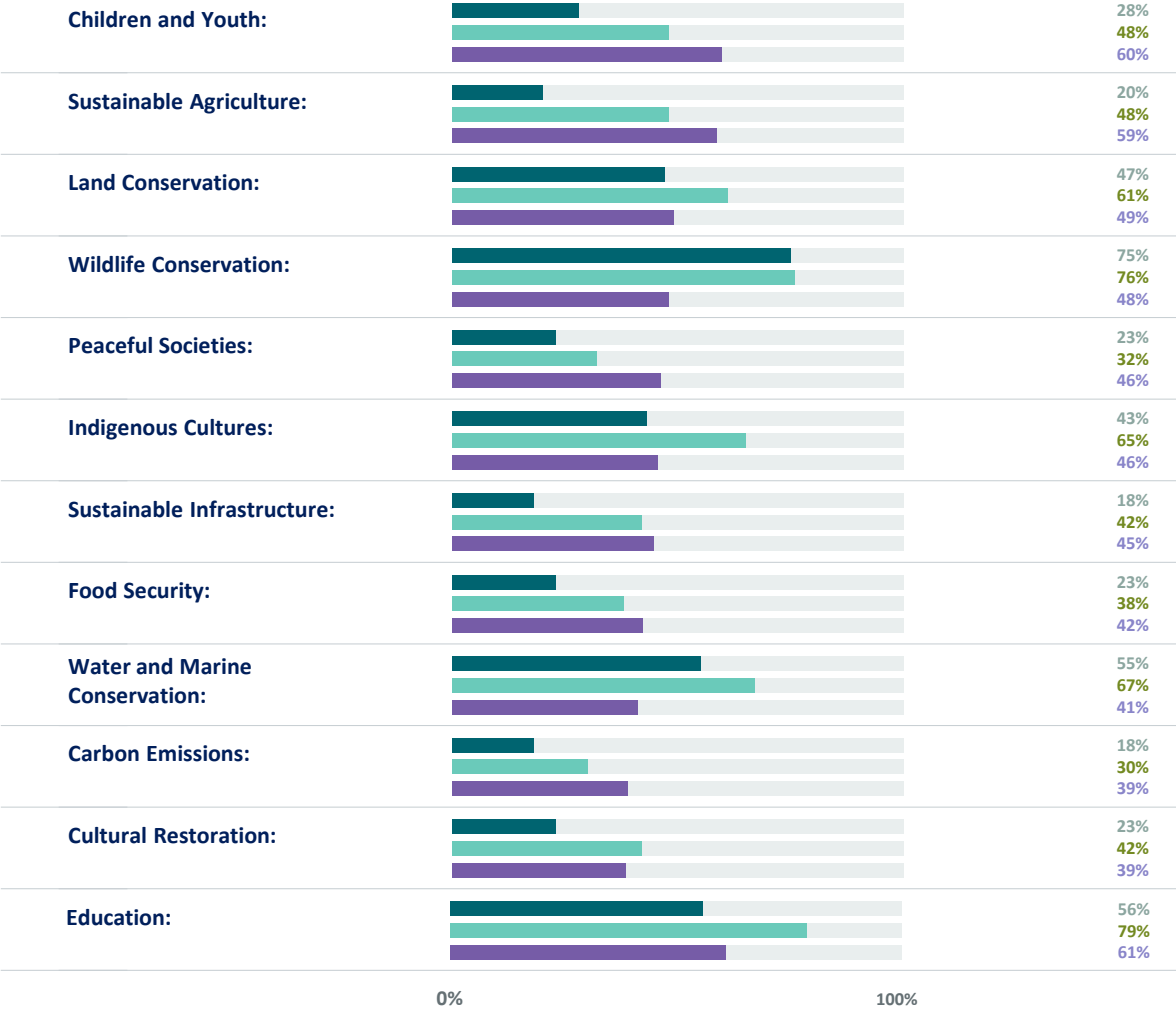
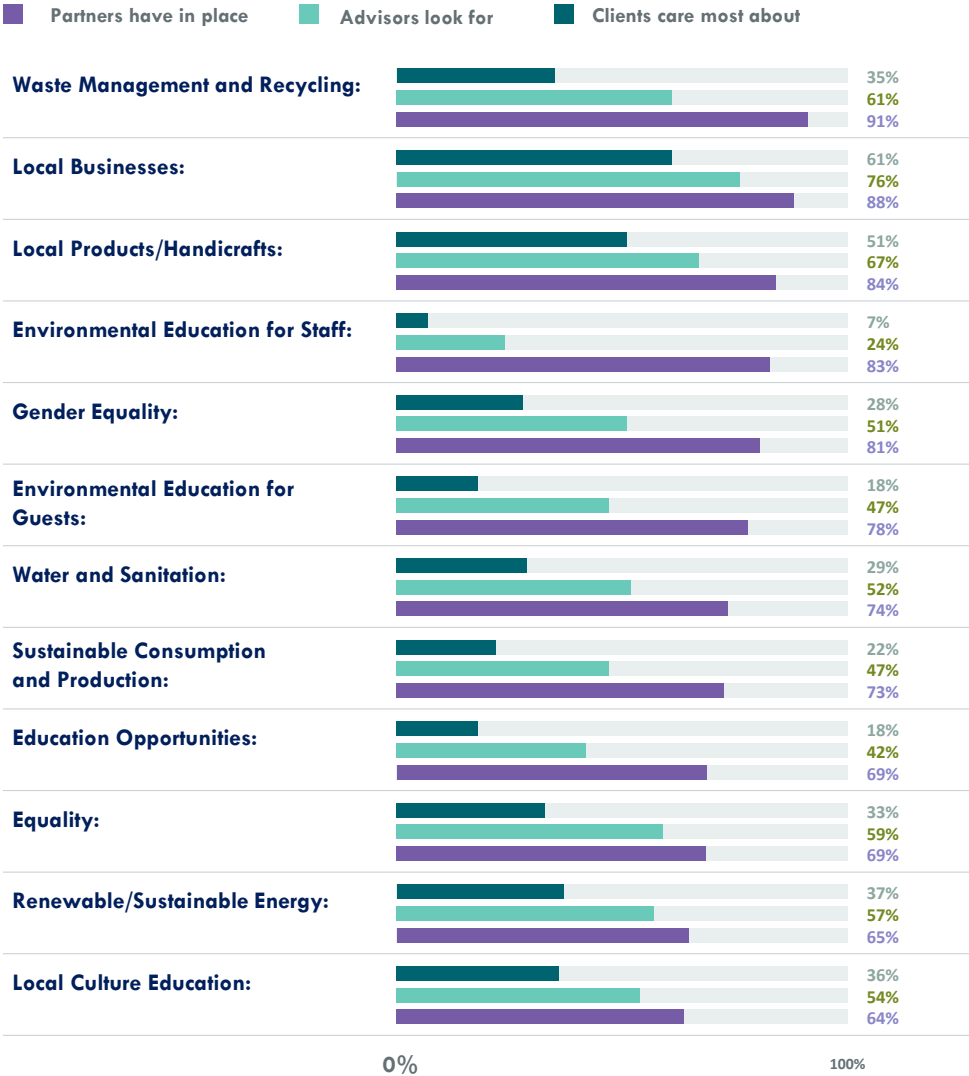


Three views of partner stewardship Efforts:

1. What efforts partners currently have in place

2. Which efforts travel advisors look for when selecting partners

3. Which efforts advisors say their clients care the most about



Technology and AI

83%

of partners believe AI has a role in sustainable tourism



32%

have used AI to further their sustainability work

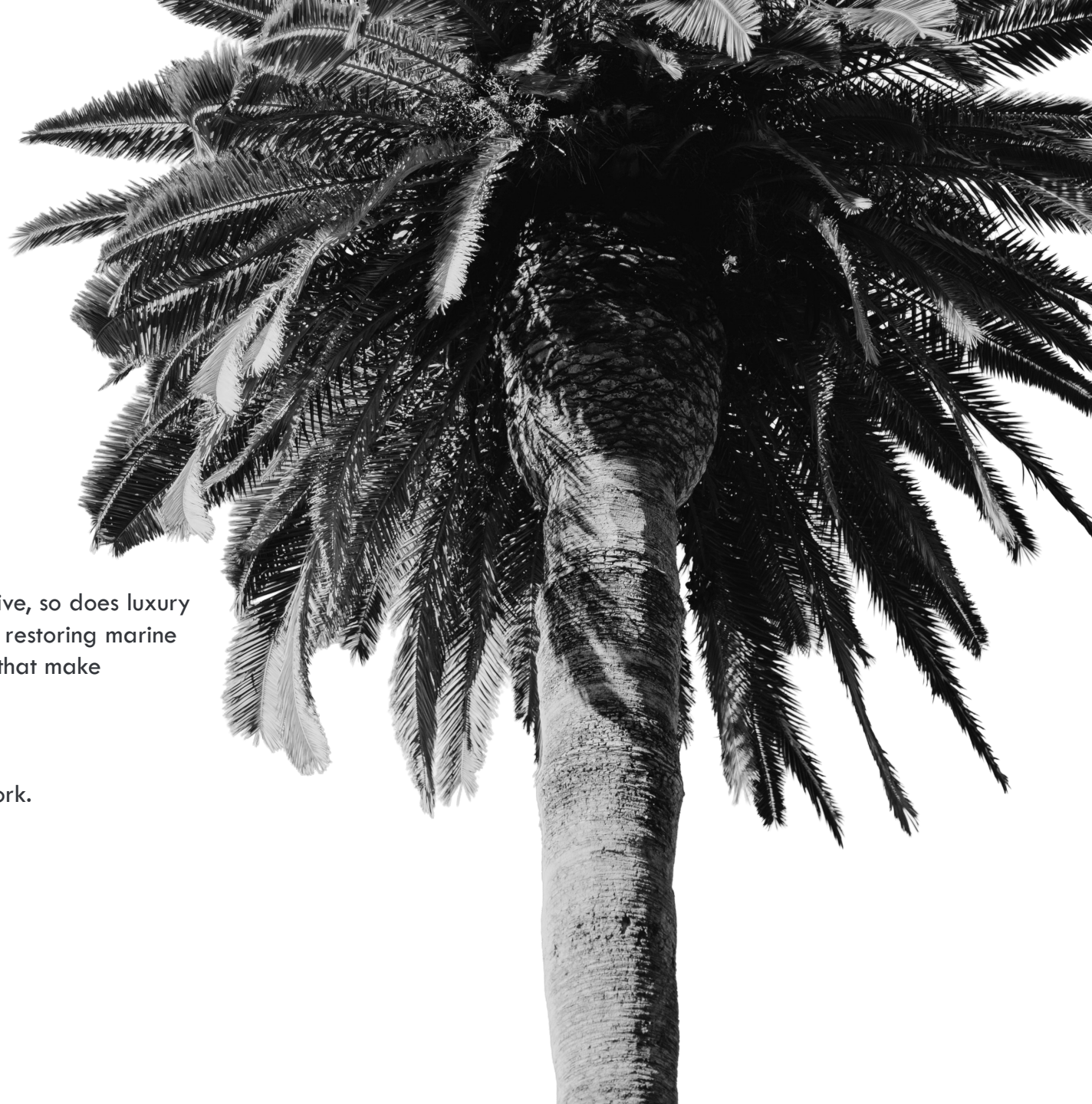


Partners describe using technology and AI for measurement, monitoring, and communication. Examples include tracking food waste, monitoring greenhouse gas emissions, running lion alert systems that protect wildlife and livelihoods, and improving how sustainability information is shared with guests.

Planet

Travel depends on the health of the places it visits. When ecosystems thrive, so does luxury travel. Partners across the Virtuoso network are actively protecting land, restoring marine ecosystems, safeguarding wildlife, and rebuilding the natural conditions that make destinations worth traveling to.

Planet accounts for 5,181 (47%) of all reported actions across the network.



Reach of Reported Planet Efforts

Partners who responded to the study report:

24.3M

hectares of land in
active conservation

6.27M

tonnes carbon offset

10.2M

Sq km marine area
under protection

58%

of partners report
regenerative practices

Virtuoso Partner Sustainability Study

*"You stated that you have efforts in land conservation. Approximately how much area do you help conserve (in hectares)?" (n = 308)

*"You stated that you have efforts in water or marine conservation, approximately how much area do you help conserve (in square kilometers)?" (n = 224)

*Carbon offset (metric tons) (n = 190)

*"Do you have any type of regenerative practices in place?" (n = 487)

Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

Global Stewardship in Action: Planet

The below partners are finalists for a 2026 Virtuoso Global Stewardship Award.

Inkaterra

Cloud forest restoration, Peru

Inkaterra has spent nearly 50 years restoring the cloud forest at Machu Picchu. What began as degraded land is now a living ecosystem with 372 native orchid species, 315 bird species, and 31 species discovered new to science.

It is one of the longest-running examples of tourism actively regenerating an ecosystem.

And Beyond Tanzania

Coral restoration, Zanzibar

Regeneration takes different shapes underwater. andBeyond Tanzania partners with Oceans Without Borders and Mars Inc. on Reef Stars, a coral restoration project in Zanzibar.

Since 2025, 101 reef stars have been installed, restoring damaged coral, supporting marine life, and training local conservation teams. Guests can participate directly.

HX Expeditions

Ocean science at sea

Environmental stewardship also happens where few can go. HX Expeditions transformed its expedition ships into ocean data platforms through the SOOP project.

Sensors on board measure CO2, temperature, salinity, microplastics, and environmental DNA in some of the most remote waters on Earth. The travel industry is contributing directly to global climate science.

Net Zero Targets

"Among partners with a stated net zero target, 53% aim to reach net zero by 2030, and all reported targets fall by 2050."

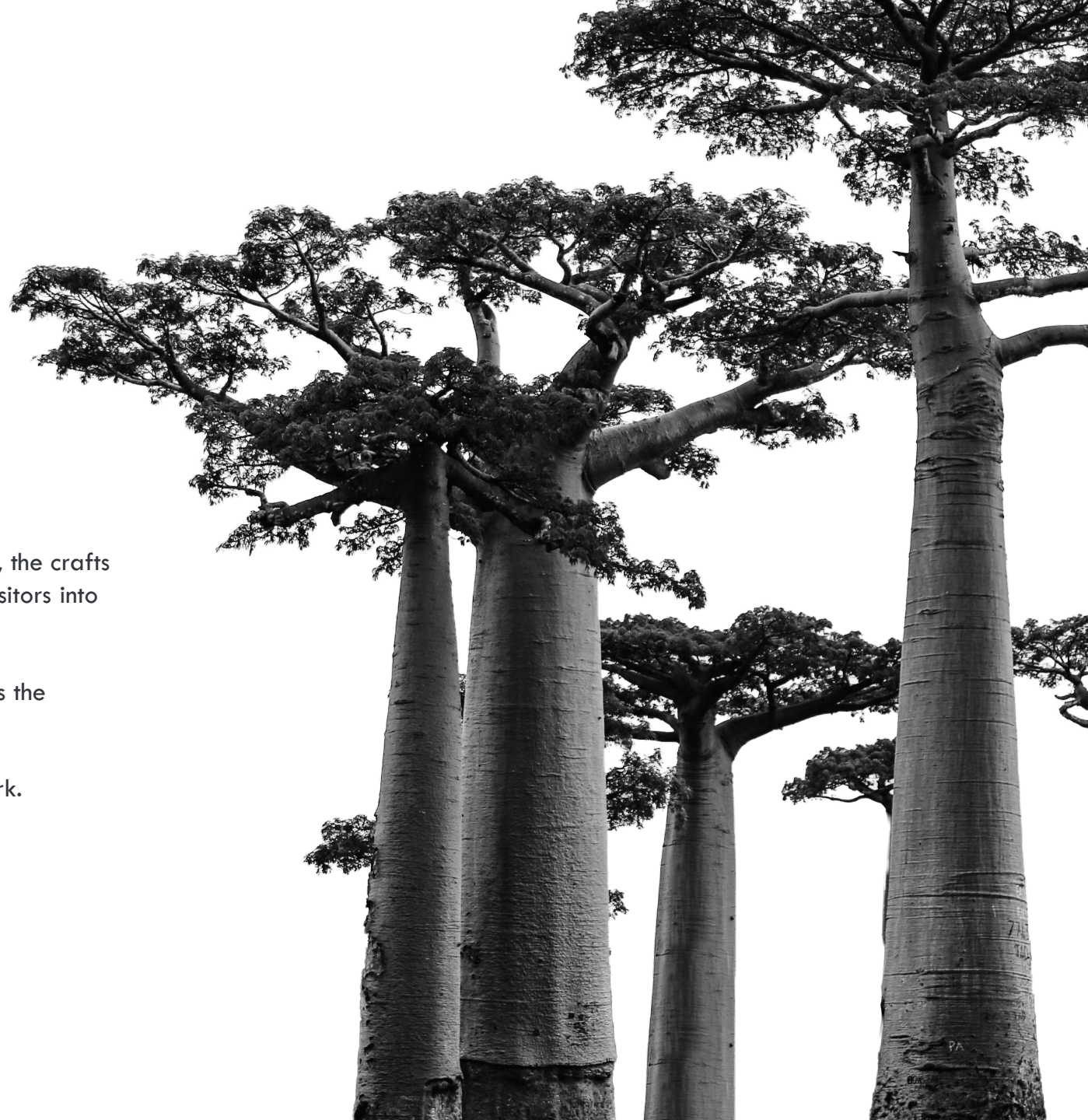
Based on 128 partners with a specific target date.

Culture

Culture is where travel meets the people, places, and traditions that make a destination unique. It is present in the traditions and buildings preserved, the crafts supported, the ceremonies witnessed, and the communities that welcome visitors into their world.

Luxury travelers increasingly ask for these connections, and partners across the network are working to make them real.

Culture accounts for 3,500 (32%) of all reported actions across the network.



Culture Is a Top Priority



Partners report:

86%

call cultural preservation, celebration, or exchange a high or very high priority

96%

took cultural action in the past 12 months

80%

have safeguarding policies and practices in place

87%

partner with community, cultural or heritage groups

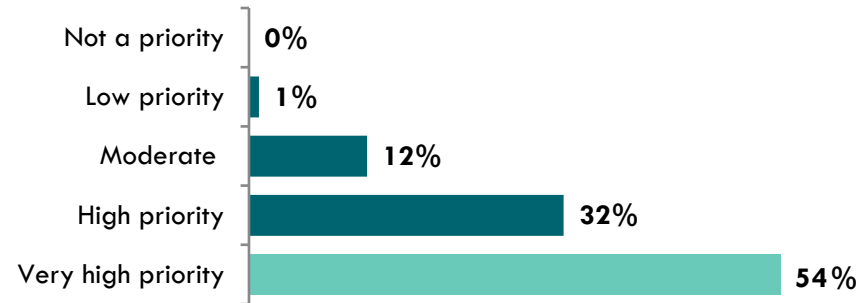
Virtuoso Partner Sustainability Study

- *"To what degree is cultural preservation, celebration, or exchange a priority for your organization?" (n = 374)
- *"In the past 12 months, has your organization taken actions that help preserve, celebrate, or share local culture?" (n = 374)
- *"Does your organization have policies or practices in place to ensure safe, respectful, and responsible interactions with local communities and vulnerable groups?" (n = 374)
- *"Does your organization partner with local community groups, NGOs, cultural organizations, or heritage groups as part of your sustainability work?" (n = 374)

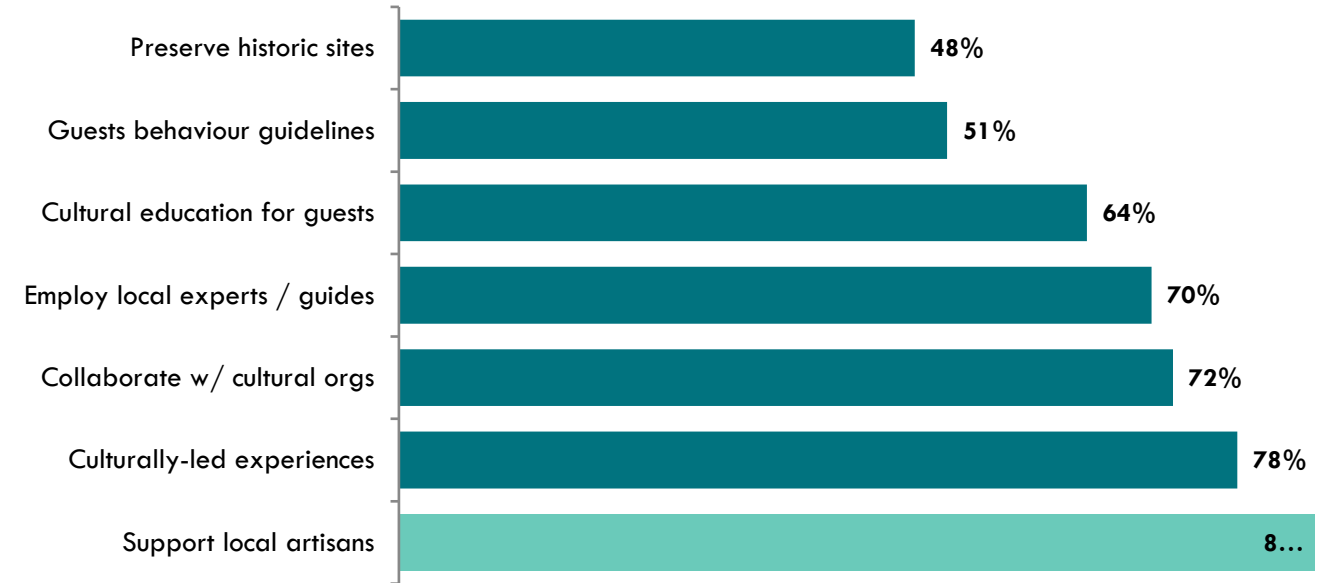
Copyright © 2026 Virtuoso, Ltd. All Rights Reserved.

Culture: Priority and Current Action

Cultural preservation as a priority



Current culture actions

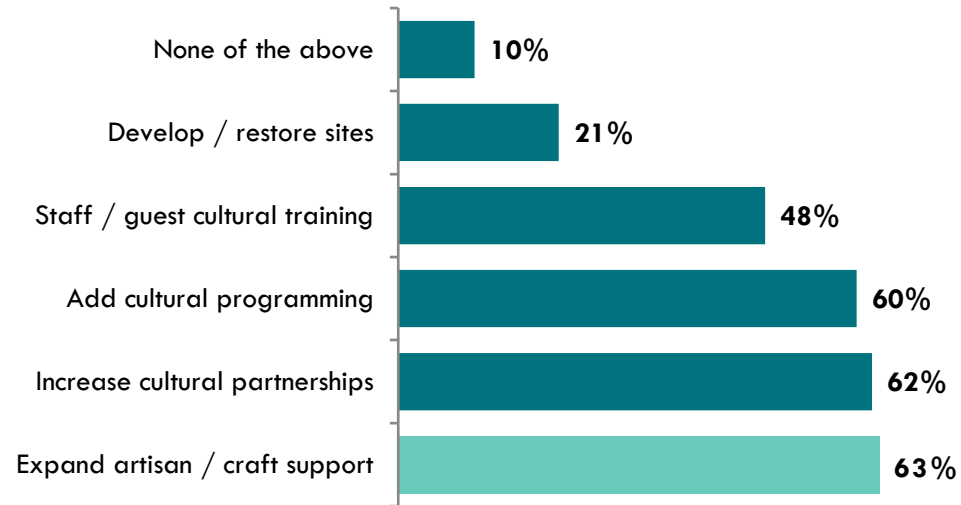


86% rank culture a high or very high priority

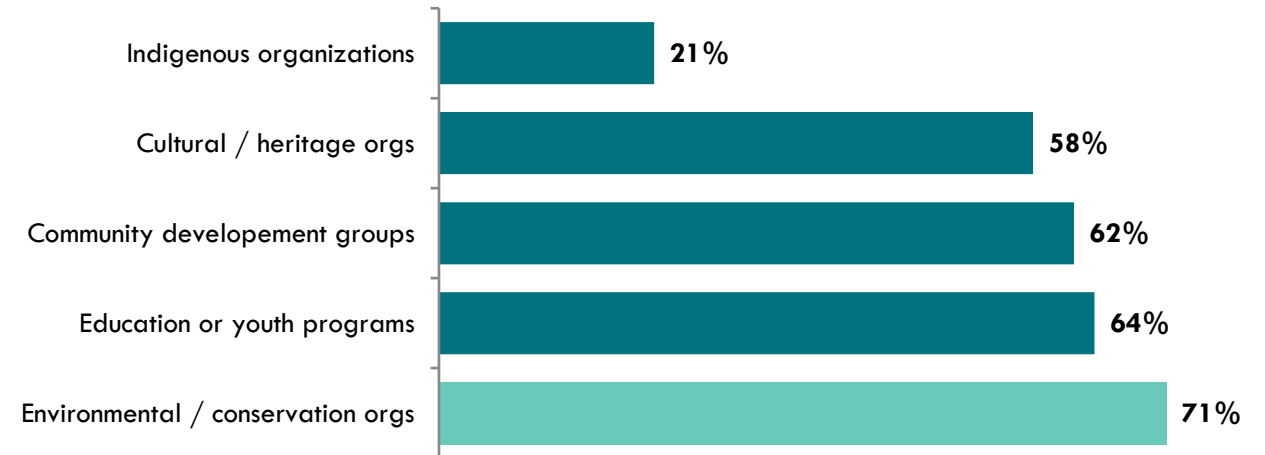
96% took a culture action in the past 12 months

Culture: Planned Action and Partnerships

Planned culture actions next year



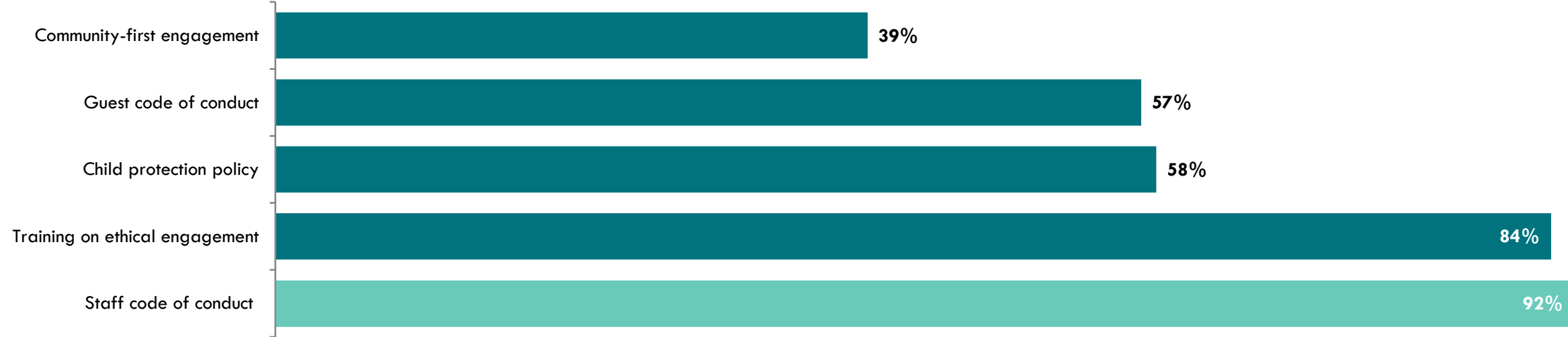
Community & cultural partners collaborated with



87% *partner with community, cultural or heritage groups*

Safeguarding and Social Risk

Safeguarding policies in place



Global Stewardship in Action: Culture

The below partners are finalists for a 2026 Virtuoso Global Stewardship Award.

Capella Ubud

In Care of Keliki, Bali

Capella Ubud runs In Care of Keliki, a cultural stewardship initiative rooted in the Balinese philosophy of Tri Hita Karana. The program restores sacred rituals at the Wos River Temple, preserves Keliki painting traditions, and now serves 185 local children through English education programs that exchange plastic waste for learning. Rice fields are being regenerated into organic farm land. Culture, community, and ecology are practiced as one.

Nomadic Expeditions

Reviving Mongolia's eagle falconry

Some traditions were almost lost before stewardship intervened. Nomadic Expeditions has spent more than 25 years reviving Mongolia's ancient eagle falconry tradition. When they co-founded the Golden Eagle Festival in 1999, only about a dozen falconers remained. Today, there are more than 300, including a growing number of women and young practitioners. In 2024, the Eagle Hunter Cultural Center opened in Olgii to educate visitors and safeguard the tradition for generations.

The Royal Portfolio

Farmstead, Greater Kruger

Culture is also carried through community ownership. The Royal Portfolio developed Farmstead in Greater Kruger in partnership with the Moletele community, whose Community Property Association owns the land and shares directly in revenue. Approximately 80% of staff are Moletele community members. The partnership has helped fund creches, playgrounds, boreholes, and school infrastructure. Cultural stewardship, in this case, is inseparable from economic justice.

Global Stewardship in Action: Culture

The below partners are finalists for a 2026 Virtuoso Global Stewardship Award.

Dubrovnik Tourist Board

Respect the City, Croatia

Also worth featuring here is Dubrovnik Tourist Board, whose Respect the City initiative, launched in 2017, addresses overtourism while protecting cultural heritage and improving life for residents.

The Dubrovnik Pass generated 16.6 million EUR in 2024, directly funding cultural institutions and heritage restoration. Overcrowding in the historic core has decreased, and cultural preservation is now supported by the visitors it draws.

Czech Tourism

Sustainability Knowledge Hub,
national platform

Cultural stewardship also depends on capacity. CzechTourism built the Sustainability Knowledge Hub, a national platform bringing together e-learning, case studies, and methodological guidance for destinations and tourism businesses.

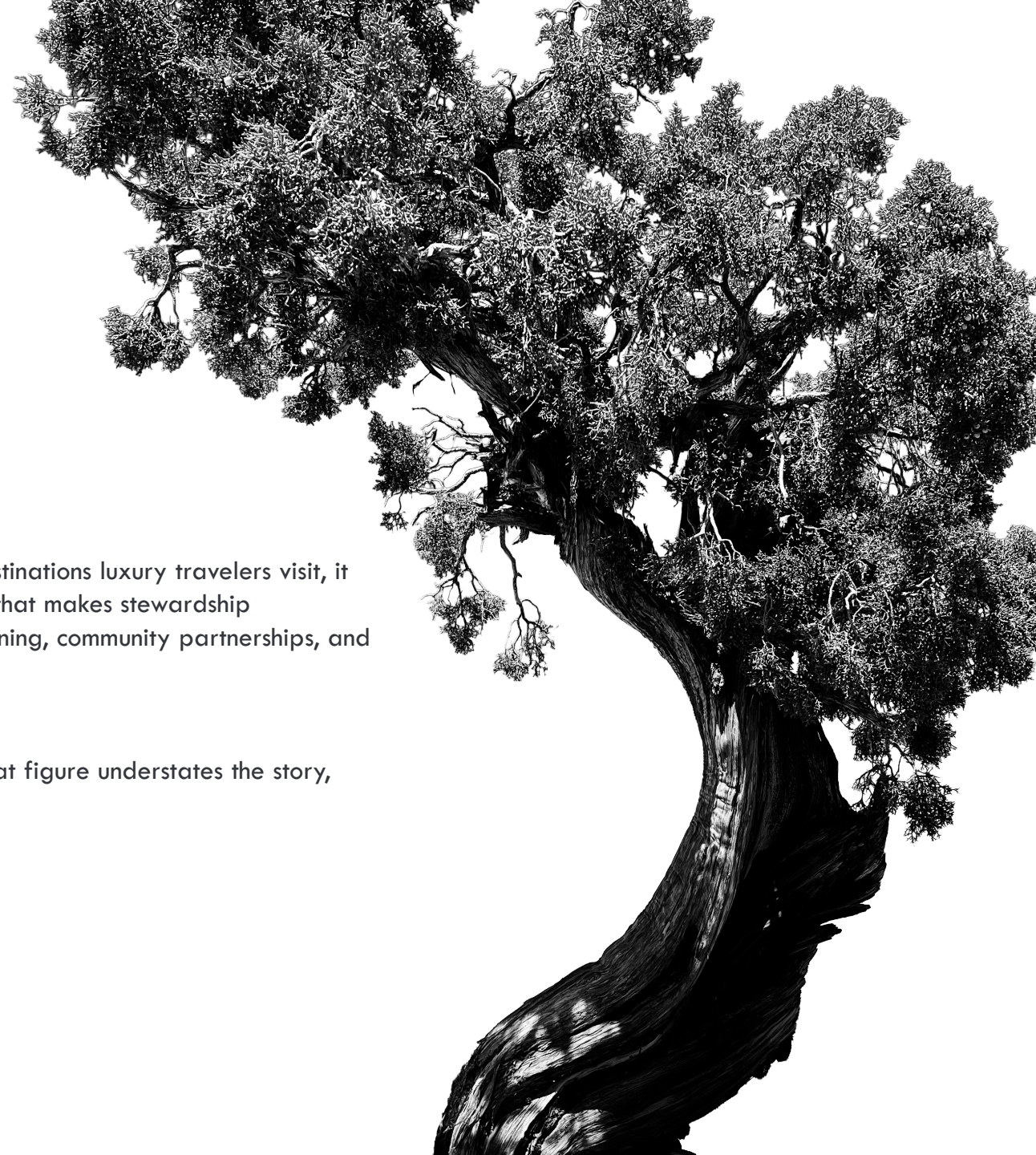
It gives the sector the shared understanding needed to steward culture responsibly, and it recognizes that the destinations best equipped to protect their heritage are the ones investing in learning.

Economies

Where travel moves money into the destinations it visits

Travel moves money, and where that money goes matters. When it stays in the destinations luxury travelers visit, it strengthens communities, supports livelihoods, and builds the economic foundation that makes stewardship sustainable over time. Partners across the network are investing in local hiring, training, community partnerships, and the flow of guest spending into local hands.

Economies account for 2,373 (22%) of all reported actions across the network. That figure understates the story, because economic impact is threaded through nearly every other pillar.



Investing in Local Prosperity

Partners who responded to the study report:

When travel supports economies with intention, livelihoods multiply, communities strengthen, and the flow of money begins to match the flow of visitors.



85%

prioritize local hiring into management

92%

provide training and upward mobility

1.05M

People employed

45%

of the workforce, on average, are women

5%

Median revenue going back to local economies

230

median employees per partner organization

\$143.6M

charitable donations facilitated
Median per partner: \$15k

\$477

Average guest spend per day

Virtuoso Partner Sustainability Study

- “Does your organization prioritize employing people from the local community in management or leadership roles at the destinations where you operate?” (n = 374)
- “Do you create training and upward mobility opportunities for your staff?” (n = 767)
- “Approximately what number of your total employees are women?” (n = 703)

- “What is your total number of employees?” (n = 767)
- “Approximately how much do you estimate your guests are spending or donating (per person) with local artisans, businesses, NGOs, programs, individuals or groups of people?” (n = 510)
- “Approximately what percentage of your revenue goes back into local communities?” (n = 503)
- “What is the total amount of charitable donations your company facilitated in the past year?” (n = 520)

Global Stewardship in Action: Economies

The below partners are finalists for a 2026 Virtuoso Global Stewardship Award.

Inside Travel Group

Undertourism strategy, Japan

Inside Travel Group is reshaping demand across Japan through its Undertourism strategy. Rather than crowd travelers into headline destinations, they direct them to undervisited regions ready to welcome more visitors.

In 2025, customers spent 814 nights in undertourism destinations, generating an estimated 267,000 GBP (US\$353,000) in local economic impact, with 54% of direct spend going to locally owned suppliers. Confirmed room nights more than doubled from 2024.

Singita

Hustle Economy, Greater Kruger

Economic stewardship can also happen at the grassroots. Singita, through its partnership with Wild Impact and the Singita Lowveld Trust, runs the Hustle Economy Programme. It identifies people already running informal businesses across the Greater Kruger region and supports them with mentorship, training, market access, and grant funding.

In the past year, approximately 800 entrepreneurs generated and reinvested more than R39.5 million (US\$2.1 million) into local economies.

Wilderness

Wildlife-friendly beef, Botswana

Some of the most creative economic stewardship happens where conservation and commerce meet. Wilderness developed Africa's first Certified Wildlife Friendly beef supply chain, buying beef from farmers in Botswana's Okavango Delta who adopt lion-friendly practices. Farmers receive premium prices and faster payments.

Results include zero cattle lost to lions over three years, more than 60,000 lion alerts issued, and a growing local lion population. Coexistence became opportunity.

Global Stewardship in Action: Economies

The below partners are finalists for a 2026 Virtuoso Global Stewardship Award.

Slovenian Tourist Board

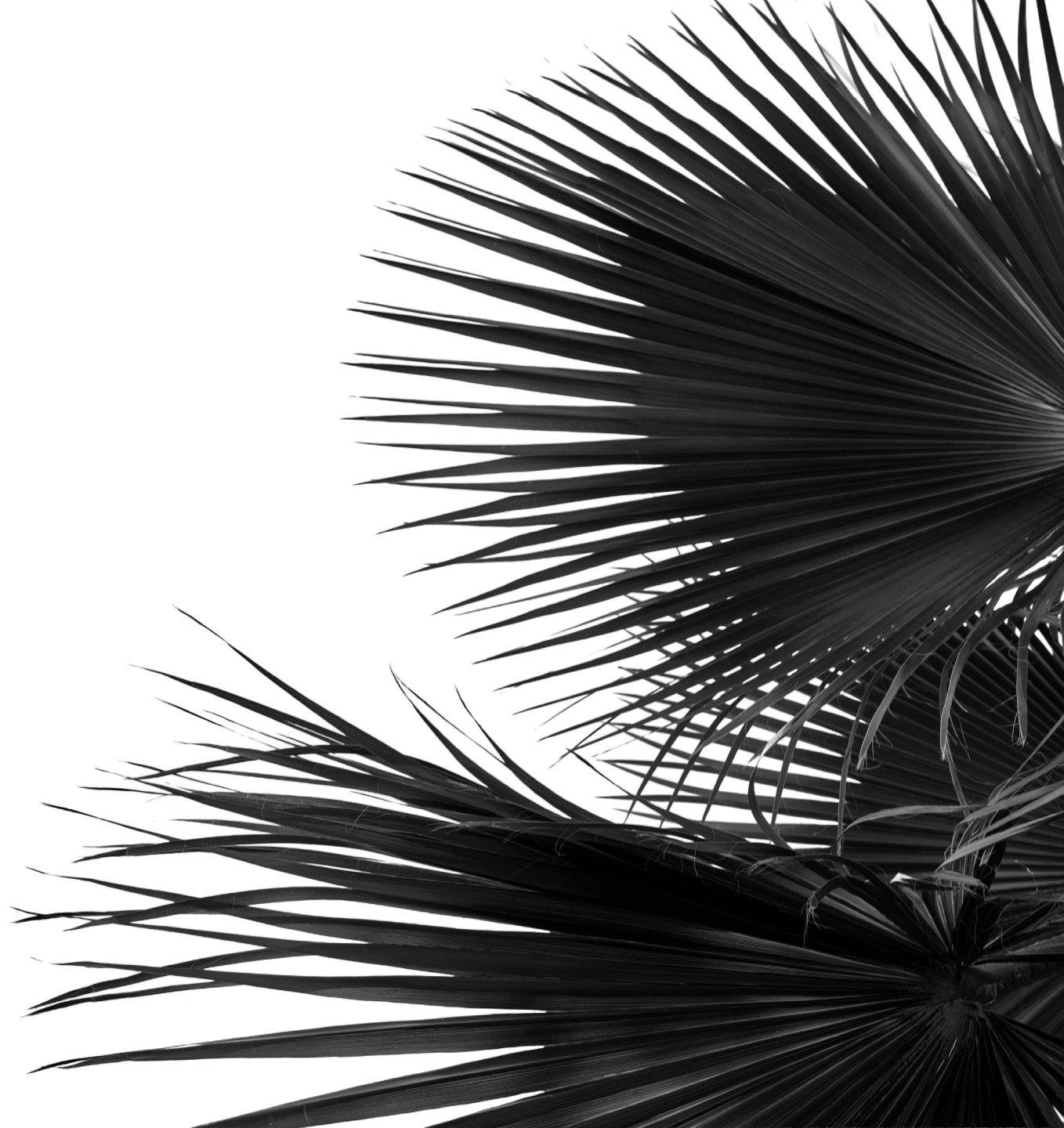
Revitalising Ljubljana

Economic stewardship also scales at the destination level. Slovenian Tourist Board demonstrates the model. The Green Scheme of Slovenian Tourism supports destinations and providers in adopting sustainable practices aligned with global standards.

A key example is Revitalising Ljubljana, which transforms former industrial sites into cultural, creative, and community spaces such as Centre Rog, Cukrarna, and Stara mestna elektrarna. Heritage is preserved. Visitors are dispersed beyond the historic center. Livability improves for residents.

06

Global Stewardship at Scale



The Reach of Reported Efforts

Partners who responded to the study report:

24.3M

hectares of land in
active conservation

10.2M

Sq km marine area
under protection

1.05M

Employees

6.27M

tonnes carbon offset

\$143.6M

charitable donations
facilitated

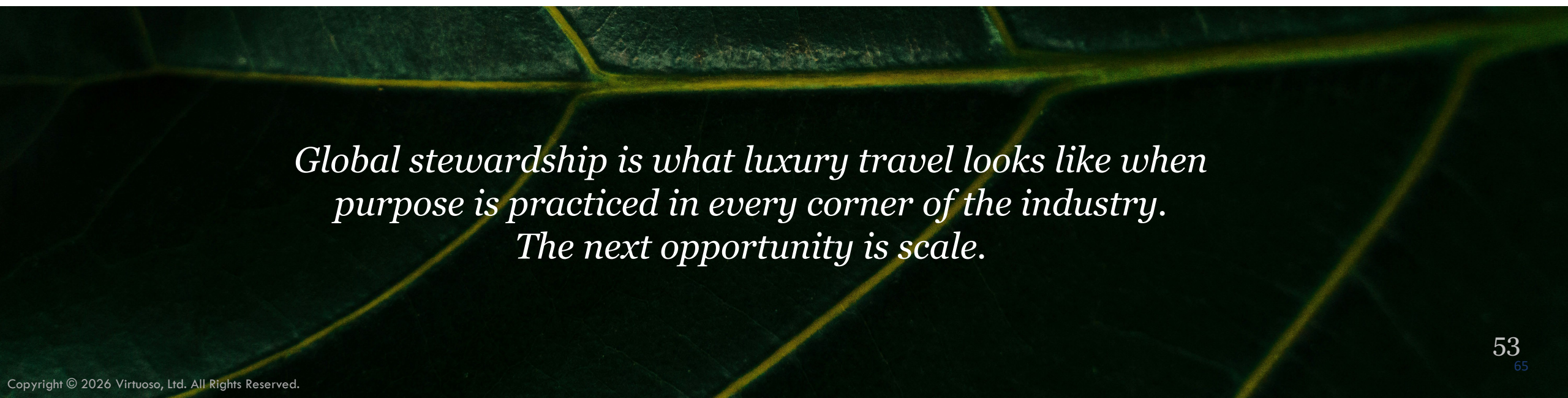
58%

of partners report regenerative
practices

Why Scale Matters

Together, the reach is significant, and the pattern is clear. Global stewardship is being practiced across continents, across sectors, and across every part of the luxury travel experience. Land is being conserved at a scale measured in the millions of hectares. Marine ecosystems are being protected across vast stretches of ocean. Wildlife populations are being safeguarded. Carbon is being offset. Communities are being supported through billions in guest spending, hiring, training, and direct giving.

This is what global stewardship looks like at scale today, driven by a portion of the luxury travel industry. If the wider industry were to move in the same direction, the possibilities would multiply. The luxury sector has an opportunity to set the pace for what stewardship can look like across all of travel.

The background of the lower half of the slide is a close-up photograph of a green leaf. The veins of the leaf are clearly visible, creating a network of lines that intersect and branch out across the frame. The lighting is soft, highlighting the texture of the leaf's surface.

*Global stewardship is what luxury travel looks like when
purpose is practiced in every corner of the industry.
The next opportunity is scale.*

Closing Reflection

Global stewardship is a modernized way of describing the work this network already does. It reflects the role luxury travel plays in the places it visits, and the responsibility that comes with that role.

Our mission stands:

*To empower our network to grow through purpose-led travel,
building resilience for people and places.*

The Virtuoso network is demonstrating that purpose-led travel can support resilient destinations, thriving communities, and meaningful traveler experiences.



To learn more, visit:

[Sustainable Travel for Virtuosos](#) and sign up for our newsletter.

Or contact us at globalstewardship@virtuoso.com