VIRTUOSO

CONTINENTAL EUROPE REPORT



THE ANNUAL STUDY OF LUXURY TRAVEL

The 2027 *Luxe Report*

A Guide to Key Trends and Insights in Luxury Travel

The 2027 Virtuoso Luxe Report

The Virtuoso Luxe Report is an annual survey of Virtuoso's global travel agency members and their professional travel advisors, widely recognised as leading authorities on luxury travel. Drawing on insights from more than 3,100 advisors across 50+ countries, including over 100 in Continental Europe, the report reveals the destinations, behaviours and priorities guiding the choices of affluent travellers throughout the region.

Advisors are entering 2027 with an optimistic outlook. A majority (57 percent) expect leisure travel demand to rise slightly in the coming year, while another 15 percent anticipate a significant increase.

That confidence carries through, with 71 percent predicting a slight to significant increase in spend per trip. Only a quarter (25 percent) of those surveyed expect spending to remain the same, suggesting that luxury travellers are not simply maintaining current levels but accelerating their prioritisation 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.

What follows are Virtuoso's complete rankings for Continental Europe, reflecting the places, preferences and priorities shaping luxury travel in the year ahead.



What's Inspiring the Journey?

The 10 biggest travel trends for 2027

1. Family travel (immediate family)
2. Authenticity
3. Beach resort stays
4. Cultural immersion
5. Multigenerational family travel
6. Active / adventure trips
7. Food, wine and high-end spirits travel
8. Expedition cruising
9. Touring (guided or private)
10. Health and wellness

The top 10 motivations why the affluent are travelling in 2027

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

ULTRALUXE TRAVEL

Top Ultraluxe Travel Experiences

01	02	03	04	05
Privacy	Celebration travel	Hyper-personalisation	Fully inclusive resort or cruise experiences	Active / adventure trips

Forty-two percent of advisors say they've seen an increase in ultraluxe travel (defined as exclusive use, private or exceptionally high-end experiences).

Where Are High-end Travellers Heading?

The 10 most popular global destinations for 2027

1 Japan	6 Maldives
2 Italy	7 Spain
3 Greece	8 Thailand
4 France	9 Brazil
5 South Africa	10 Bali

The top 10 destinations “on the rise” for 2027

1 Vietnam	6 Norway
2 Egypt	7 China
3 Argentina	8 Albania
4 Bhutan	9 South Korea
5 Antarctica	10 Iceland

The 10 most popular cities for 2027

1 Tokyo	6 Paris
2 Kyoto	7 Marrakech
3 Athens	8 Madrid
4 Cape Town	9 Seoul
5 Bangkok	10 Tie: London & Rome

The 10 most popular family travel destinations in 2027

1 Italy	6 Thailand
2 Japan	7 France
3 Greece	8 United Kingdom
4 Spain	9 United States
5 South Africa	10 Mexico

The 10 most popular adventure travel destinations in 2027

1 South Africa	6 Bhutan
2 Antarctica	7 Canada
3 Costa Rica	8 Sri Lanka
4 Chile	9 Kenya
5 Iceland	10 Egypt

The 10 most popular honeymoon destinations in 2027

1 Maldives	6 Greece
2 French Polynesia	7 Japan
3 Mauritius	8 Italy
4 Bali	9 Fiji
5 Seychelles	10 Thailand

The 10 most popular cruising itineraries in 2027

1 Mediterranean	6 Nile River
2 Caribbean	7 Danube River
3 Greek Isles	8 Alaska
4 Antarctica	9 Mekong River
5 Northern Europe	10 Amazon River



Where and When to Go Solo?

The 10 most popular solo travel destinations in 2027

1 Japan	6 France
2 Italy	7 Portugal
3 Greece	8 Thailand
4 Spain	9 Australia
5 Bali	10 Tie: Ireland & United Kingdom

The most popular solo travel experiences in 2027

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





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.

1,200 +	20,000 +	58	$35B
AGENCY LOCATIONS	TRAVEL ADVISORS	COUNTRIES	ANNUAL SALES

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