

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 200 in Canada, the report reveals the destinations, behaviours and priorities guiding the choices of affluent travellers throughout the region.

Advisors are entering 2027 with their most confident outlook in three years. Half of those surveyed expect leisure travel demand to rise at least slightly in the coming year, while another 23 percent anticipate a significant increase.

That confidence carries through, with 61 percent predicting an increase in spend per trip and another 17 percent forecasting a significant jump. Only 18 percent expect spending to remain the same, suggesting that luxury travellers 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.

What follows are Virtuoso's complete rankings for Canada, 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 Multigenerational family travel
- 2 Expedition cruising
- 3 Ocean cruising
- 4 Cultural immersion
- 5 Active / adventure trips
- 6 Beach resort stays
- 7 River cruising
- 8 Family travel (immediate family)
- 9 Authenticity
- 10 Touring (guided or private)

The 10 motivations why the affluent are travelling in 2027

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

ULTRALUXE TRAVEL

Top Ultraluxe Travel Experiences

01

Fully inclusive resort or cruise experiences

02

Celebration travel

03

Hyper-personalisation

04

Active / adventure trips

05

Privacy

Thirty-seven 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	Italy	6	Mexico
2	Japan	7	Croatia
3	Greece	8	Spain
4	Portugal	9	Dominican Republic
5	France	10	Ireland

The top 10 destinations “on the rise” for 2027

1	Iceland	6	Colombia
2	Antarctica	7	Morocco
3	Costa Rica	8	Argentina
4	Norway	9	Kenya
5	Vietnam	10	Galápagos Islands

The 10 most popular cities for 2027

1	Barcelona	6	Amsterdam
2	Rome	7	Athens
3	Lisbon	8	Paris
4	Tokyo	9	Kyoto
5	Budapest	10	Tie: Cancun & London

The 10 most popular family travel destinations in 2027

1	Tie: Costa Rica & Mexico	6	Greece
2	Canada	7	France
3	Dominican Republic	8	Bahamas
4	Portugal	9	Spain
5	Japan	10	Turks & Caicos

The 10 most popular adventure travel destinations in 2027

1	Antarctica	6	Canada
2	Costa Rica	7	Kenya
3	Galápagos Islands	8	Colombia
4	Iceland	9	Australia
5	South Africa	10	The Arctic

The 10 most popular honeymoon destinations in 2027

1	Greece	6	Aruba
2	French Polynesia	7	Costa Rica
3	Italy	8	Mexico
4	Bali	9	Fiji
5	France	10	Bahamas

The 10 most popular cruising itineraries in 2027

- | | | | |
|---|---------------|----|-----------------|
| 1 | Alaska | 6 | Japan |
| 2 | Danube River | 7 | Antarctica |
| 3 | Mediterranean | 8 | Rhine River |
| 4 | Caribbean | 9 | Northern Europe |
| 5 | Greek Isles | 10 | Southeast Asia |



Where and When to Go Solo?

The 10 most popular solo travel destinations in 2027

- | | | | |
|---|----------|----|----------------|
| 1 | Italy | 6 | United Kingdom |
| 2 | France | 7 | Canada |
| 3 | Ireland | 8 | Iceland |
| 4 | Portugal | 9 | Croatia |
| 5 | Japan | 10 | Greece |

The most popular solo travel experiences in 2027

- | | |
|---|-----------------------------|
| 1 | Guided tours |
| 2 | Health and wellness |
| 3 | Women-only solo travel |
| 4 | Adventure travel / trekking |
| 5 | Ocean cruising |





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

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