VIRTUOSO

GLOBAL 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 recognized as leading authorities on luxury travel. Drawing on insights from more than 3,100 advisors across 50+ countries, the report reveals the destinations, behaviors and priorities guiding the choices of affluent travelers worldwide.

Advisors are entering 2027 with their most confident outlook in three years. A majority (53 percent) expect leisure travel demand to rise slightly in the coming year, while another 22 percent anticipate a significant increase.

That confidence carries through, with 59 percent predicting at least a modest increase in spend per trip and 13 percent forecasting a significant jump. Less than a quarter (23 percent) of those surveyed expect spending to remain the same, suggesting that luxury travelers 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 global rankings, reflecting the places, preferences and priorities shaping luxury travel in 2027.

# What's Inspiring the Journey?

## The 10 biggest travel trends for 2027

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

## The 10 motivations why the affluent are traveling in 2027

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

ULTRALUXE TRAVEL

## Top Ultraluxe Travel Experiences

01 All-inclusive experiences

02 Celebration travel

03 Privacy

04 Hyper-personalized experiences

05 Active / adventure trips

Forty-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 Travelers Heading?

## The 10 most popular global destinations for 2027

| | | | |
|---|---|---|---|
| 1 | Japan | 6 | Croatia |
| 2 | Italy | 7 | South Africa |
| 3 | France | 8 | Portugal |
| 4 | Greece | 9 | United Kingdom |
| 5 | Spain | 10 | United States |

## The top 10 destinations "on the rise" for 2027

| | | | |
|---|---|---|---|
| 1 | China | 6 | Vietnam |
| 2 | Antarctica | 7 | South Korea |
| 3 | Iceland | 8 | Morocco |
| 4 | Egypt | 9 | Kenya |
| 5 | Norway | 10 | Turkey |

## The 10 most popular cities for 2027

| | | | |
|---|---|---|---|
| 1 | Tokyo | 6 | Athens |
| 2 | Kyoto | 7 | London |
| 3 | Barcelona | 8 | Lisbon |
| 4 | Paris | 9 | Budapest |
| 5 | Rome | 10 | Amsterdam |

## The 10 most popular family travel destinations in 2027

| | | | |
|---|---|---|---|
| 1 | Italy | 6 | Mexico |
| 2 | Japan | 7 | Spain |
| 3 | Costa Rica | 8 | Greece |
| 4 | United States | 9 | South Africa |
| 5 | France | 10 | Canada |

## The 10 most popular adventure travel destinations in 2027

| | | | |
|---|---|---|---|
| 1 | Antarctica | 6 | Galápagos Islands |
| 2 | South Africa | 7 | Canada |
| 3 | Iceland | 8 | Chile |
| 4 | Costa Rica | 9 | New Zealand |
| 5 | Kenya | 10 | Peru |

## The 10 most popular honeymoon destinations in 2027

| | | | |
|---|---|---|---|
| 1 | Greece | 6 | Japan |
| 2 | Bali | 7 | Fiji |
| 3 | Maldives | 8 | France |
| 4 | Italy | 9 | Thailand |
| 5 | French Polynesia | 10 | South Africa |

### The 10 most popular cruising itineraries in 2027

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

# Where and When to Go Solo?

### The 10 most popular solo travel destinations in 2027

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

### The most popular solo travel experiences in 2027

1. Health and wellness
2. Adventure travel / trekking
3. Guided tours
4. Women-only solo travel
5. Cultural exploration

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.

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COUNTRIES

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ANNUAL SALES


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