VIRTUOSO

UNITED KINGDOM & IRELAND 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 the United Kingdom and Ireland, 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 (56 percent) expect leisure travel demand to rise slightly in the coming year, while another 23 percent anticipate a significant increase.

That confidence carries through, with 76 percent predicting a slight to significant increase in spend per trip. Only 19 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 the United Kingdom & Ireland, 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. Authenticity
3. Family travel (immediate family)
4. Active / adventure trips
5. Relaxation and seclusion
6. Food, wine and high-end spirits travel
7. Beach resort stays
8. Expedition cruising
9. Health and wellness
10. Cultural immersion

The 10 motivations why the affluent are travelling in 2027

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

ULTRALUXE TRAVEL

Top Ultraluxe Travel Experiences

01	02	03	04	05
Privacy	Exclusive use (full property buyouts)	Celebration travel	Fully inclusive resort or cruise experiences	Hyper-personalisation

Fifty-four 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	Spain
2	Italy	7	Maldives
3	Greece	8	Croatia
4	Thailand	9	South Africa
5	France	10	United States

The top 10 destinations “on the rise” for 2027

1	Antarctica	6	Vietnam
2	Montenegro	7	China
3	Kenya	8	Botswana
4	Morocco	9	Sri Lanka
5	Bhutan	10	Galápagos Islands

The 10 most popular cities for 2027

1	Tokyo	6	Bangkok
2	Paris	7	Barcelona
3	Kyoto	8	New York
4	London	9	Lisbon
5	Cape Town	10	Athens

The 10 most popular family travel destinations in 2027

1	Greece	6	Japan
2	Italy	7	Kenya
3	Spain	8	Thailand
4	Portugal	9	United States
5	France	10	Mexico & Switzerland (tie)

The 10 most popular adventure travel destinations in 2027

1	Antarctica	6	Costa Rica
2	South Africa	7	Galápagos Islands
3	Kenya	8	Australia
4	Sri Lanka	9	Vietnam
5	Canada	10	Iceland

The 10 most popular honeymoon destinations in 2027

1	Maldives	6	Japan
2	Italy	7	Bahamas
3	Greece	8	French Polynesia
4	Bali	9	Seychelles
5	Mauritius	10	South Africa

The 10 most popular cruising itineraries in 2027

1 Antarctica
2 Alaska
3 Caribbean
4 Mediterranean
5 Greek Isles
6 Nile River
7 Galápagos Islands
8 Danube River
9 Northern Europe
10 Private yacht charters



Where and When to Go Solo?

The 10 most popular solo travel destinations in 2027

1 Japan
2 Australia
3 Thailand
4 Bali
5 Italy
6 France
7 Iceland
8 Canada
9 Greece
10 Bhutan

The most popular solo travel experiences in 2027

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





ABOUT

VIRTUOSO

Virtuoso is the leading global travel agency network specialising in luxury and experiential travel. This by-invitation-only organisation 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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