

THE 2019 VIRTUOSO® LUXE REPORT

A Guide to Key Trends and Insights in Luxury Travel



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The Virtuoso[®] Luxe Report is an annual survey of Virtuoso's global travel agency partners and their advisors, who form the most powerful sales force in luxury travel. This report forecasts upscale travel trends for 2019 based on current and anticipated bookings. From the most popular destinations to the most compelling motivations, the Virtuoso Luxe Report shares predictive insights into the behavior of the most affluent and influential travelers worldwide.

Virtuoso is a network of more than 17,500 travel advisors in over 1,000 agency locations throughout 50 countries. Leveraging US \$23.7 billion in annual purchasing power, Virtuoso enjoys exclusive agreements with the world's leading hotels, resorts, spas, cruise lines, tour companies, airlines, ground operators and specialty providers. Booking upscale leisure travel through a Virtuoso advisor entitles clients to a host of complimentary benefits, privileged access, and private events at top destinations. For more information, please visit Virtuoso.com or go to Virtuoso.com/advisors# to explore our Advisor Catalog.

Motivation: What inspires the affluent to travel and what factors go into their decisions?

1. The **10 biggest travel trends** for 2019:

- | | |
|------------------------------------|---------------------------------|
| 1) Multigenerational family travel | 6) Travel with immediate family |
| 2) Active or adventure trips | 7) Food and wine travel |
| 3) River cruises | 8) Cultural immersion |
| 4) Luxury cruises | 9) Authenticity |
| 5) Celebration travel | 10) Touring (guided or private) |

2. The **top 5 reasons the affluent are traveling** in 2019:

- 1) Exploring new destinations
- 2) Crossing off bucket-list items
- 3) Seeking authentic experiences
- 4) Rest and relaxation
- 5) Spending time or reconnecting with loved ones

Where are they traveling: What destinations are attracting affluent travelers in 2019?

3. The **10 most popular emerging destinations** for 2019:

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|-------------|-----------------|
| 1) Japan | 6) Cuba |
| 2) Croatia | 7) Morocco |
| 3) Iceland | 8) Antarctica |
| 4) Portugal | 9) South Africa |
| 5) Egypt | 10) Colombia |

4. The **10 most popular global destinations** for 2019:

- | | |
|------------------|---------------|
| 1) Italy | 6) Mexico |
| 2) France | 7) Spain |
| 3) South Africa | 8) Croatia |
| 4) United States | 9) Japan |
| 5) Iceland | 10) Australia |

5. The **10 most popular cities** for 2019:

- | | |
|-------------------------------|--------------|
| 1) Paris | 6) Barcelona |
| 2) Rome / New York City (tie) | 7) Dubai |
| 3) Cape Town | 8) Amsterdam |
| 4) London | 9) Sydney |
| 5) Tokyo | 10) Venice |

6. The **10 most popular family travel destinations** in 2019:

- | | |
|----------------|-----------------------|
| 1) Italy | 6) South Africa |
| 2) Mexico | 7) Costa Rica |
| 3) Hawaii | 8) France |
| 4) Orlando, FL | 9) Dominican Republic |
| 5) England | 10) Spain |

7. The **10 most unconventional destination requests for families** in 2019:

- | | |
|----------------------|--------------|
| 1) Iceland | 6) Japan |
| 2) Galapagos Islands | 7) Egypt |
| 3) Cuba | 8) Bhutan |
| 4) Antarctica | 9) Sri Lanka |
| 5) Morocco | 10) Rwanda |

8. The **10 most popular adventure travel destinations** in 2019:

- | | |
|----------------------|------------------------------|
| 1) South Africa | 6) Antarctica |
| 2) Iceland | 7) Peru |
| 3) New Zealand | 8) Australia |
| 4) Galapagos Islands | 9) Kenya |
| 5) Costa Rica | 10) Canadian Rocky Mountains |

9. The **10 most popular honeymoon destinations** in 2019:

- | | |
|---------------------|---------------|
| 1) Italy | 6) Seychelles |
| 2) Maldives | 7) Thailand |
| 3) French Polynesia | 8) Bali |
| 4) Maui, HI | 9) Mexico |
| 5) France | 10) Greece |

10. The **10 most popular cruise itineraries** for 2019:

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|-------------------|--------------------------|
| 1) Mediterranean | 6) Baltic region |
| 2) European river | 7) Galapagos Islands |
| 3) Alaska | 8) Antarctica |
| 4) Caribbean | 9) Australia/New Zealand |
| 5) Greek Isles | 10) South America |

11. The 10 most popular destinations for Millennial travelers in 2019:

- | | |
|-----------------|---------------|
| 1) Italy | 6) Croatia |
| 2) Thailand | 7) Costa Rica |
| 3) Iceland | 8) France |
| 4) South Africa | 9) Bali |
| 5) Australia | 10) Peru |

12. The 10 most popular destinations for travelers interested in food and wine in 2019:

- | | |
|--------------|------------------|
| 1) Italy | 6) United States |
| 2) France | 7) South Africa |
| 3) Spain | 8) New Zealand |
| 4) Portugal | 9) Peru |
| 5) Argentina | 10) Japan |

13. The 10 most popular destinations for women travelers in 2019:

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|-----------------------|----------------------|
| 1) Italy | 6) Mexico |
| 2) France | 7) Miami/South Beach |
| 3) Spain | 8) India |
| 4) England | 9) Australia |
| 5) Napa Valley/Sonoma | 10) Ireland |

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