

# **THE 2015 VIRTUOSO® LUXE REPORT**

**A Guide to Key Trends and Insights in Luxury Travel**



**VIRTUOSO.**  
SPECIALISTS IN THE ART OF TRAVEL



## THE 2015 VIRTUOSO® LUXE REPORT

The Virtuoso® Luxe Report is an annual survey of Virtuoso's member travel advisors in the United States and Canada. This predictive report forecasts luxury travel trends for 2015, based on current and anticipated reservations. From the most popular destinations to what motivates travelers today, the Virtuoso Luxe Report offers insight into the patterns and decisions of the world's wealthiest travelers. The 599 travel advisors who completed the survey were asked to rank their "top 5" choices for each question.

Virtuoso is an exclusive network of 355 independent leisure-focused travel agencies and their nearly 9,000 travel advisors, located in more than 600 offices throughout 25 countries. Leveraging \$14 billion in annual buying power, Virtuoso holds exclusive agreements with the world's leading hotels, resorts, spas, cruise lines, tour companies, rail lines, airlines, ground operators and specialty providers. Utilizing a Virtuoso advisor to arrange upscale leisure travel automatically entitles clients to complimentary upgrades, amenities, privileged access, and private events at many top international and domestic destinations. For more information, please visit [www.virtuoso.com](http://www.virtuoso.com).

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

1. What are the **10 biggest travel trends** for 2015?
  - 1) River cruising (50.9%)
  - 2) Multigenerational family travel (47.4%)
  - 3) Active or adventure trips (34.8%)
  - 4) Celebration travel (27.2%)
  - 5) Family travel (immediate) (27.06%)
  - 6) Luxury cruising (25.2%)
  - 7) Honeymoons (20.3%)
  - 8) Touring (guided or private) (20.3%)
  - 9) Culinary travel (17.9%)
  - 10) Villa rentals (17.9%)
  
2. What are the **top 5 reasons the affluent are traveling** in 2015?
  - 1) Exploring new destinations (72%)
  - 2) Seeking authentic experiences in new destinations (55%)
  - 3) Rest and relaxation (53%)
  - 4) Spending time or reconnecting with loved ones (38%)
  - 5) Personal enrichment (37%)
  
3. What are the **5 most influential sources of information** for clients' travel decisions?
  - 1) Word-of-mouth from friends or family (80%)
  - 2) Travel advisor's advice (77%)
  - 3) Travel website reviews & recommendations (33%)
  - 4) Travel publications (25%)
  - 5) Social networking sites (18%)

## Where are they traveling: What destinations are attracting affluent travelers in 2015?

4. What are the **10 most popular “emerging” destinations** for 2015?
  - 1) Croatia (32%)
  - 2) Myanmar/Burma (26%)
  - 3) Cuba (21%)
  - 4) Bhutan (19.5%)
  - 5) Iceland (19.2%)
  - 6) Peru (17%)
  - 7) Vietnam (15%)
  - 8) Costa Rica (14.8%)
  - 9) Antarctica (14.2%)
  - 10) Galapagos Islands (14.2%)
  
5. What are the **10 most popular international destinations** for 2015?
  - 1) Italy (62%)
  - 2) France (32%)
  - 3) Mexico (20%)
  - 4) South Africa (20%)
  - 5) Australia (17%)
  - 6) England (14.7%)
  - 7) New Zealand (14.4%)
  - 8) Turks & Caicos (12%)
  - 9) Peru (11%)
  - 10) Thailand (9%)
  
6. What are **10 most popular U.S. destinations** for 2015?
  - 1) New York, NY (55%)
  - 2) Maui, HI (51%)
  - 3) Napa Valley/Sonoma, CA (41%)
  - 4) Las Vegas, NV (34%)
  - 5) Miami/South Beach, FL (29%)
  - 6) San Francisco/Bay Area, CA (27%)
  - 7) Orlando, FL (25%)
  - 8) Alaska (23%)
  - 9) Hawaii’s Big Island, HI (20%)
  - 10) Los Angeles, CA / Rocky Mountains (14%)
  
7. What are the **10 most popular family travel destinations** in 2015?
  - 1) Italy (42%)
  - 2) Orlando, FL (31%)
  - 3) Mexico (28%)
  - 4) Hawaii (26%)
  - 5) England (21.9%)
  - 6) Costa Rica (21.6%)
  - 7) France (18%)
  - 8) South Africa (16%)
  - 9) Dominican Republic (15%)
  - 10) Turks and Caicos (15%)
  
8. What are the **10 most popular adventure travel destinations** in 2015?
  - 1) Costa Rica (35%)
  - 2) South Africa (30%)
  - 3) Galapagos Islands (29%)
  - 4) New Zealand (25%)
  - 5) Peru (23%)
  - 6) Australia (17.6%)
  - 7) Antarctica (17.4%)
  - 8) Alaska (14%)
  - 9) Grand Canyon (12%)
  - 10) Canadian Rocky Mountains (11%)
  
9. What are **10 most popular honeymoon destinations** in 2015?
  - 1) Italy (50%)
  - 2) Maui, HI (37%)
  - 3) French Polynesia (31%)
  - 4) France (25%)
  - 5) Maldives (21%)
  - 6) Mexico (20%)
  - 7) St. Lucia (18%)
  - 8) Kauai, HI (16%)
  - 9) Fiji (14.9%)
  - 10) Bali (14.7%)

10. What are the **10 most popular cruise itineraries** for 2015?

- |                         |                                |
|-------------------------|--------------------------------|
| 1) Mediterranean (70%)  | 6) Baltic region (22%)         |
| 2) European river (63%) | 7) Galapagos Islands (20%)     |
| 3) Alaska (60%)         | 8) South America (18%)         |
| 4) Caribbean (45%)      | 9) Australia/New Zealand (16%) |
| 5) Greek Isles (35%)    | 10) Southeast Asia (14%)       |

**How are they traveling:** How long are the affluent traveling and what is important to them?

11. What is the **most popular type of leisure trip** clients are booking for 2015?

- 1) International trips, 8 days or longer (84%)
- 2) International trips, weeklong (42%)
- 3) Domestic trips, 3-5 days (25%)
- 4) Domestic trips, weeklong (12%)
- 5) Weekend getaways to drive-to destinations (6%)

12. In what class of service are upscale travelers flying?

- 1) Business Class (63%)
- 2) Economy-Plus or similar (50%)
- 3) Economy Class (24%)
- 4) First Class (12%)

13. For socially and environmentally conscious travelers, which actions are they most likely to support?

- 1) Activities that support economic, conservationism or sustainability (48%)
- 2) Support local sustainability efforts (38%)
- 3) Hotels with green practices (31%)
- 4) Hotels that give back and/or support local residents (28%)
- 5) Giving back to local communities through monetary support (20%)

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