



**VIRTUOSO**  
SPECIALISTS IN THE ART OF TRAVEL

## **2016 VIRTUOSO® LUXE REPORT SHARES FIVE MUST-HAVE TRAVEL EXPERIENCES IN THE COMING YEAR**

**NEW YORK (November 5, 2015)** – **Virtuoso®**, the international network of luxury travel agencies, has unveiled its **2016 Virtuoso Luxe Report**, with results from the annual survey of its elite advisors. Acknowledged as an industry trend forecaster, the report anticipates emerging luxury travel developments and destinations while presenting insight into the decisions of the globe's most upscale travelers.

Virtuoso's travel advisors weighed in on their five must-have experiences of 2016:

1. Discover untouched, unique places. Exploring new destinations is this year's chief travel motivator. Cuba is the top emerging destination, with Bhutan and Myanmar also ranking high on advisors' lists.
2. Create unforgettable memories. Whether it is a multigenerational safari in Africa, as traveling with extended family is this year's top trend, or celebrating a milestone (also a top-five trend) with a food and wine tour of Italy, travelers will return with memories that outlive the actual experience.
3. Cross something off your bucket list and do not wait any longer for that trip of a lifetime. Perhaps it is seeing Machu Picchu or staying in an overwater bungalow in French Polynesia – either way, now is the time to go.
4. Push the boundaries of your comfort zone. Scuba dive the Great Barrier Reef or take an expedition cruise to Antarctica. This is the year to transcend limits, with adventure travel a key trend in 2016.
5. Enjoy closer-to-home experiences. This year's top U.S. destination, New York, appeals to a diverse range of travelers year-round. And Mexico appears on no less than three Luxe Report top-five lists, proving it is compelling for couples and families alike.

The Luxe Report's list of emerging destinations shows where upscale travelers seeking something off the beaten path will roam in 2016. Cuba was the dominant choice, likely the result of warming relations between the U.S. and the island nation. Next were Iceland, Croatia and Myanmar. New to the top five is Antarctica, proving the allure of a remote destination for luxury travelers.

Italy topped the family destination list, followed by Mexico, Hawaii, Orlando and England. Virtuoso travel advisors say that families are seeking active and authentic travel experiences, and they are also heading to unconventional destinations. Families are enjoying everything from surfing in Sri Lanka to language lessons in Costa Rica to heli-skiing and ice fishing in northern Canada.

Adventure travelers are off to South Africa in 2016, naming it the top destination for active travel, followed by Costa Rica, the Galapagos Islands, New Zealand and Peru. They are searching for one-of-a-kind experiences, as Virtuoso's experts reveal. Advisors report requests as diverse as gorilla trekking in Rwanda and Uganda, mountain climbing in Iceland, and swimming with whale sharks in Mexico and pigs in the Bahamas.

Key findings from the 2016 Virtuoso Luxe Report:

### **Top Travel Trends**

1. Multigenerational travel
2. River cruising
3. Active or adventure trips
4. Luxury cruises
5. Celebration travel

### **Top Emerging Destinations**

1. Cuba
2. Iceland
3. Croatia
4. Myanmar
5. Antarctica

### **Top Global Destinations**

1. Italy
2. France
3. South Africa
4. Mexico
5. Australia

### **Top Adventure Destinations**

1. South Africa
2. Costa Rica
3. Galapagos Islands
4. New Zealand
5. Peru

### **Top Family Travel Destinations**

1. Italy
2. Mexico
3. Hawaii
4. Orlando, FL
5. England

### **Top U.S. Destinations**

1. New York, NY
2. Maui, HI
3. Napa Valley/Sonoma, CA
4. Las Vegas, NV
5. Miami/South Beach, FL

### **Top Honeymoon Destinations**

1. Italy
2. Maui, HI
3. French Polynesia
4. Maldives
5. Mexico

### **Top Travel Motivations**

1. Exploring new destinations
2. Seeking authentic experiences
3. Rest and relaxation
4. Personal enrichment
5. Spending time or reconnecting with loved ones

Less traditional destinations submitted showed that travelers are exploring new territory. Families are venturing to Mongolia, and Iran is drawing interest from intrepid travelers in search of something new. Advisors from Virtuoso's travel agency members in North America, Latin America, Asia-Pacific and Europe participated in the survey, ensuring a global perspective on 2016's top trends.

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### **About Virtuoso**

**Virtuoso®** is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 375 agency members with more than 9,800 elite travel advisors in over 30 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific and the Middle East. Drawing upon its preferred relationships with 1,700 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. More than (U.S.) \$14 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit [virtuoso.com](http://virtuoso.com).

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