



VIRTUOSO®

SPECIALISTS IN THE ART OF TRAVEL

VIRTUOSO® UNCOVERS THE EMERGING DESTINATIONS WHERE LUXURY TRAVELERS ARE VACATIONING NOW

NEW YORK (February 4, 2016) – Global luxury travel network [Virtuoso®](#), respected in the industry as an influential trend forecaster, has analyzed the latest data from its warehouse of more than \$35 billion in transactions to uncover where wealthy travelers are heading this winter and spring. Upscale travelers are seeking exotic destinations as they escape winter's hold on North America. While some perennial warm-weather favorites remain popular, Virtuoso's proprietary data also reveals a yearning to explore far and wide as it compares destinations with the most year-over-year appeal.

The Virtuoso Top 10:

The most popular destinations for January-March 2016 vacations.

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|-------------------|-----------------|
| 1. Mexico | 6. South Africa |
| 2. Canada | 7. Argentina |
| 3. Australia | 8. India |
| 4. New Zealand | 9. Chile |
| 5. United Kingdom | 10. China |

The Top 10 analysis: Global travel is up overall, and travelers are flocking to a mix of eternally fashionable places and more unusual choices. Mexico and Canada finish first and second, their strength not surprising due to their proximity to the United States. Southern destinations dominate the Top 10 as usual for winter in the Northern Hemisphere, with one notable European exception being the U.K. Australia and New Zealand are experiencing solid growth, especially for two already popular luxury destinations. Upscale travelers, always searching for novel destinations, are finding them in Asia and South America. India in particular is surging, and Argentina and Chile continue to beckon wealthy travelers with their mix of food, wine, diverse landscapes and history. It's also worth noting that half these destinations are English-speaking, making them more comfortable for U.S. travelers.

The Virtuoso Hot 10:

These countries have seen the most significant growth in year-on-year bookings for the first quarter.

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|------------------------|--------------------|
| 1. Panama (+107%) | 6. India (+46%) |
| 2. Thailand (+92%) | 7. Jamaica (+44%) |
| 3. Switzerland (+56%) | 8. Vietnam (+43%) |
| 4. South Africa (+50%) | 9. Colombia (+39%) |
| 5. Kenya (+47%) | 10. Spain (+34%) |

The Hot 10 analysis: Bookings to Africa are booming; this analysis revealed that luxury travel there has grown more than any other continent. The noteworthy upward movement for both South

Africa and Kenya contributed to the continent's 29 percent boost year over year. While warm-weather locales elsewhere are also well represented, they are not traditional sun-and-sand spots. Select destinations in Asia and Latin America are trending strongly. Developing countries such as Vietnam and Colombia appear on the list, indicating the significant appetite for culture, cuisine and fresh frontiers.

Data is sourced from Virtuoso's United States and Canadian-based travel agency members.

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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 380 agency members with more than 11,400 elite travel advisors in over 30 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa 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.) \$15.5 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit virtuoso.com.

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