



# VIRTUOSO®

SPECIALISTS IN THE ART OF TRAVEL

## VIRTUOSO® UNVEILS THE TOP 10 PLACES UPSCALE AMERICANS ARE HEADING THIS FALL AND HOLIDAY SEASON

**LAS VEGAS (August 14, 2017)** – International luxury travel network [Virtuoso®](#) revealed which 10 destinations are top of mind for U.S. jet-setters for the rest of this year. Recognized as an authoritative trend predictor in the industry, Virtuoso has sourced data from its warehouse of more than \$40.7 billion in transactions to reveal the most in-demand destinations for the coming fall and festive season. As the strongest sales force in luxury travel, Virtuoso is able to view the industry through a unique lens and discern what lies ahead for the remainder of 2017.

The findings were announced during the 29<sup>th</sup> annual Virtuoso Travel Week taking place in Las Vegas August 12-18, luxury travel's largest and most prestigious event as well as the travel industry's counterpart to "Fashion Week."

### The Virtuoso Top 10:

The most popular fall and holiday travel destinations for U.S. travelers based on future bookings.

- |                   |                |
|-------------------|----------------|
| 1. Italy          | 6. Mexico      |
| 2. United Kingdom | 7. Australia   |
| 3. France         | 8. Netherlands |
| 4. South Africa   | 9. Germany     |
| 5. Spain          | 10. China      |

**The Top 10 analysis:** As summer turns to fall, not even cooler weather can dampen enthusiasm for Europe, which took six of the top 10 slots on the list. The Netherlands and Germany are particularly popular options for river cruisers wanting to visit the celebrated Christmas markets. Other travelers are focusing on warm-weather spots as the weather turns, such as South Africa, Mexico and Australia. In particular, South Africa continues to attract upscale explorers due to its wide array of adventure experiences. Increasingly, travelers are also discovering China for its combination of compelling history, rapid growth, improving infrastructure and increased luxury offerings.

Data is drawn from Virtuoso's United States-based travel agency members and reflects future travel for September through December 2017.

###

### About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 800 travel agency partners with more than 16,000 elite travel advisors in over 45 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.) \$21.2 billion in annual travel

sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit [www.virtuoso.com](http://www.virtuoso.com).

**Media Contacts:**

Misty Ewing Belles  
Managing Director, Global Public Relations  
Virtuoso  
Phone: 202.553.8817  
Email: [mewing@virtuoso.com](mailto:mewing@virtuoso.com)

Lauren Wintemberg  
Account Director  
Alice Marshall Public Relations  
Phone: 212.861.4031  
Email: [lauren@alicemarshall.com](mailto:lauren@alicemarshall.com)