



## VIRTUOSO® HIGHLIGHTS TOP DESTINATIONS FOR EARLY 2015 TRAVEL AND REVEALS TRAVELER INSIGHTS

**NEW YORK (January 14, 2014)** – [Virtuoso®](#), the international network of luxury travel agencies, has tapped into its data warehouse of more than \$32 billion in consumer transactions to determine where some of the world’s best travelers are venturing during the first three months of 2015. Additionally, Virtuoso has revealed new insights on travelers of varying age groups, indicating that while retired travelers spend more annually, Generation-X travelers spend the most on a daily basis.

Virtuoso’s “Top 10” list of destinations seeing the greatest volume of business from the network is understandably dominated by travel to warmer spots in the Southern Hemisphere. For the months of January through March 2015, the “Top 10” destinations are:

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

Virtuoso’s “Hot List” shows the destinations seeing the most year-over-year growth. This list often highlights destinations that are coming into their own and may indicate a stronger trend, such is the case with New Zealand and its continued meteoric rise in popularity over the past year. The “Hot List” for January through March 2015 is:

- |                         |                                 |
|-------------------------|---------------------------------|
| 1. Singapore (up 155%)  | 6. U.S. Virgin Islands (up 23%) |
| 2. New Zealand (up 95%) | 7. France (up 22%)              |
| 3. Aruba (up 36%)       | 8. Bahamas (up 20%)             |
| 4. Israel (up 32%)      | 9. Chile (up 20%)               |
| 5. Puerto Rico (24%)    | 10. Spain (up 20%)              |

Virtuoso then took the opportunity to dig deeper into its client profiles to discover the types of travel various generations prefer and their spending habits. Baby Boomers represent the largest segment of travelers, though the network is seeing such a surge in Generation-X clients that they now surpass the Senior segment (those born before 1946). In terms of travel preferences, Millennials and Generation X-ers opt for private or escorted tour experiences (38% and 34%, respectively) and hotel stays over cruises (both at 15%). Their older counterparts favor cruises by an increasing amount, with Boomers at 26% and Seniors at 42%.

The amount each segment spends provided additional insight. While Seniors annually spend 56% more on travel (\$11,077 per person) than Millennials (\$7,110), it is Generation X-ers who spend the most overall on a per person basis (\$627 per day; \$8,458 per trip). Their daily spend is almost 20% higher than Millennials (\$527 per person) and 1/3 higher than that of Seniors (\$471 per person). Boomers spend an average of \$9,907 per trip and \$522 per day.

For more information on Virtuoso, travel experiences or to reach one of the network’s professional travel advisors, visit [www.Virtuoso.com](http://www.Virtuoso.com).

**About Virtuoso:**

**Virtuoso®** is the leading network of luxury travel advisors and entities. This by-invitation-only organization comprises 355 agencies with more than 9,000 elite travel specialists in 25 countries throughout North America, Latin America and the Caribbean, Asia-Pacific and Europe, as well as over 1,700 of the world's best travel providers and premier destinations. The network's member agencies generate over (US) \$14 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. For more information, visit [www.virtuoso.com](http://www.virtuoso.com). To view Virtuoso's latest videos, go to [www.youtube.com/user/VirtuosoTraveler](http://www.youtube.com/user/VirtuosoTraveler).

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