



# VIRTUOSO®

SPECIALISTS IN THE ART OF TRAVEL

## 2016'S TOP TRAVEL TRENDS REVEALED BY VIRTUOSO® TRAVEL ADVISORS AT ILTM

**CANNES, France (December 2, 2015)** – [Virtuoso®](#), the international network of luxury travel agencies, has surveyed its advisors attending the International Luxury Travel Market (ILTM) this week to reveal which destinations, motivations and preferences are top of mind for their clients in 2016. The results provide valuable insight into the mindset of the globe's most upmarket travelers.

Seeking out family travel experiences is high on Virtuoso advisors' lists, as multigenerational travel is the top trend cited for the year ahead. Travel with one's immediate family was third, and the Virtuoso ILTM attendees identified key destinations that are hot for families. Italy topped the list, followed by Mexico, South Africa and Costa Rica. Perennial favorite Italy also ranked first on the global destination list and second for honeymooners, proving its broad appeal.

Virtuoso buyers attending ILTM are also paying close attention to active and emerging destinations, as adventure travel is the second most popular trend for next year. Costa Rica ranked highest for adventure travelers, followed by New Zealand, South Africa and Iceland. Cuba topped the list of emerging destinations, followed by Bhutan, Iceland and Croatia.

Virtuoso's ILTM attendees also weighed in on a growing trend: wellness travel. They said the top three travel experiences clients seek when focusing on their wellbeing are massages and other treatments, fitness facilities and classes, and healthy cuisine.

Key findings from Virtuoso advisors attending ILTM:

### Top Travel Trends

1. Multigenerational travel
2. Active or adventure trips
3. Family travel (immediate)
4. Luxury cruises
5. Villa rental

### Top Global Destinations

1. Italy
2. France
3. South Africa
4. New Zealand
5. Maldives/Mexico (tie)

### Top Adventure Destinations

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

### Top Emerging Destinations

1. Cuba
2. Bhutan
3. Iceland
4. Croatia
5. Colombia

### Top U.S. Destinations

1. New York, NY
2. Maui, HI
3. Miami/South Beach, FL
4. Napa Valley/Sonoma, CA
5. San Francisco/Bay Area, CA

### Top Honeymoon Destinations

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

### **Top Family Travel Destinations**

1. Italy
2. Mexico
3. South Africa
4. Costa Rica
5. Turks & Caicos

### **Top Wellness Travel Elements**

1. Massages and other treatments
2. Fitness facilities and classes
3. Healthy cuisine
4. Natural beauty and surroundings
5. Yoga and meditation

### **Most Popular Type of Travel**

1. International trips, 8 days or longer
2. International trips, weeklong
3. Domestic trips, 3-5 days
4. Domestic trips, weeklong
5. Weekend getaways to drive-to destinations

### **Top Cruise Itineraries**

1. Mediterranean
2. Alaska
3. European river
4. Caribbean
5. Greek Isles

### **Top Travel Motivations**

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

### **Class of Air Service**

1. Business Class
2. Economy-Plus or similar
3. First Class
4. Economy Class

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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](http://virtuoso.com).

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