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## Virtuoso®'s Annual Travel Dreams Survey Reveals Trips Of A Lifetime And Favorite Destinations For The World's Savviest Travelers

NEW YORK, July 7, 2014 - The results of **Virtuoso®**'s eighth annual Travel Dreams Survey show that wish-lists of the world's best travelers reach far beyond the norm, with responses like "taking a world cruise" and "calling on all seven continents" serving as potential next trips for these upscale globetrotters. **Virtuoso**, the international luxury network of travel advisors known for creating exceptional experiences, reveals the full survey results in the July/August issue of the network's award-winning magazine, **VIRTUOSO LIFE®**.

**Australia** continued its reign as the top dream destination and newcomers such as the **Amalfi Coast**, **Rio de Janeiro** and **Saint Petersburg** made their debut, while perennial favorites **Paris** and **Rome** stood firm at the top of survey categories. Cruising also continued to rank high, with European river sailings besting other itineraries and a round-the-world cruise topping the trips of a lifetime. This mirrors what Virtuoso sees in consumer demand, with 2015 world cruises nearly sold out already. (A full report of findings appears at the end.)

The survey also identifies five travel personalities:

### **The Go-Getter** (24% of respondents)

- Go-Getters are active, adventurous and want to see and do it all on their vacations.
- Dream vacations: Traveling the Trans-Siberian Railway, cruising the Amazon, zip-lining with the kids in Costa Rica and biking with the family through Tuscany.
- Virtuoso recommends: the 15-day Nomadic Expeditions rail journey from Beijing to Moscow, which joins the main Siberian Railway route in Ulan-Ude and includes guided sightseeing and a cruise on Lake Baikal. *Departures: Multiple dates July 11 – September 21; from \$9,195.*

### **The Connoisseur** (21%)

- The Connoisseur likes the best of everything, and indulges interests and passions while traveling.
- Dream vacations: Exploring Saint Petersburg, French wine-country cruises, taking the kids to the Swiss Alps in the summer, family pasta-making lessons in Italy and dinner dates in Paris' five-star restaurants.
- Virtuoso recommends: Wine-tasting your way through Bordeaux over the course of eight days on Viking River Cruises' 190-passenger *Viking Forseti*. Guided excursions include vineyard visits, blending Cognac, learning about truffles in Dordogne, dinner at a private chateau and city tours of Bordeaux, Blaye, and medieval Saint-Emilion. *Departures: Multiple departures through December 19, 2014; from \$1,956.*

### **The Classic Traveler** (20%)

- Classic Travelers are loyal to the places they love and will return multiple times to their favorite destinations.
- Dream vacations: Taking over a French villa with their family, going on a world cruise or riding the Orient-Express.
- Virtuoso recommends: The Venice Simplon Orient-Express has launched service from Brussels. Options include two-day direct journeys from Venice to Brussels and five-day itineraries that feature two hotel nights in Budapest as well as two nights on the train. *Departures: Multiple dates through November 2, 2014; from \$2,810.*

## The Relaxationist (18%)

- The Relaxationist travels to get away from it all to restore and rejuvenate.
- Dream vacations: Lounging on a beach in Tahiti, staying in a Paris apartment and relaxing in the Maldives or the French Riviera.
- Virtuoso recommends: For the kids' first glimpse of Cannes, Rome, Florence and Naples, Disney Cruise Line's eight-day voyage on the *Disney Magic* sails round-trip from Barcelona. *Departures: August 15, 22, and 29, 2015; from \$4,656 for a family of four.*

## The Trendsetter (17%)

- The Trendsetter is all about what's new and next and is an early adopter of emerging destinations.
- Dream vacations: going on safari in Namibia, heading to space with Virgin Galactic, river cruising in Myanmar and wine tasting in Chile.
- Virtuoso recommends: Hike Sossusvlei's giant dunes and track black rhinos and desert elephants in Damaraland on Swain Destinations' Namibia safari. The ten-day adventure wraps up at Etosha National Park, home to giraffe, free-roaming lions and cheetah. *Departures: Any day through October 31; from \$6,235.*

Whether they are renting private islands, tracking the "big five" on safari, or visiting the Holy Land, Virtuoso's survey showed that upscale travelers of all types are looking to see as much of the world as they can.

Virtuoso's 2014 Travel Dreams Survey results:

### Top Trips of a Lifetime

1. Taking a world cruise
2. Visiting Italy's Amalfi Coast
2. Calling on all seven continents
3. Renting a private island
4. Renting a European Villa
5. Seeing the highlights of Australia
6. Photographing the "big five" on safari
7. Exploring the Galapagos Islands
9. Journeying to the Holy Land
10. Chartering a private jet

### Dream Islands

1. Hawaii
2. Greek Islands
3. Fiji
4. New Zealand
5. Capri

### Cities To Explore

1. Paris
2. Rome
3. Rio de Janeiro
4. Sydney
5. Saint Petersburg

### Best Trips for Two

1. Paris in April
2. The Greek Isles
3. Overwater bungalow in Tahiti
4. Mediterranean cruise
5. Caribbean resort stay

### Top 10 Dream Destinations

1. Australia
2. Italy
3. New Zealand
4. France
5. Fiji
6. Ireland
7. Greece
8. Antarctica
9. South Africa
10. The Caribbean

### Gourmet Favorites

1. Paris
2. Rome
3. Florence
4. Barcelona
5. New Orleans

### Where to Set Sail

1. European river/canal
2. The Mediterranean
3. Australia/New Zealand
4. World cruise
5. Alaska

### Favorite Family Vacations

1. Hawaiian Islands
2. South African Safari
3. Ireland's castles and countryside
4. Alaskan Cruise
5. Galapagos Getaway

The sweepstakes portion of the survey yielded one lucky winner a Grand Prize valued at more than \$35,000: a 12-day cruise for two in a **penthouse cabin aboard the *Crystal Symphony***, sailing from Singapore to Bali with air courtesy of **Etihad Airways**. Virtuoso also awarded five cash prizes of \$1,000.

The Travel Dreams Survey, conducted between February 1 and March 31, 2014, saw 8,830 responses from 33 countries. Please visit [Virtuoso.com](http://Virtuoso.com) for more information. To be connected with a Virtuoso travel advisor to reserve any of these travel opportunities, please contact Virtuoso at **855.570-3830**.

#### **About Virtuoso:**

**Virtuoso**<sup>®</sup> is the leading network of luxury travel advisors and entities. This by-invitation-only organization comprises 335 agencies with more than 8,900 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,700 of the world's best travel providers and premier destinations. The network's member agencies generate over \$12.5 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).

#### **About VIRTUOSO LIFE:**

An award-winning upscale travel and lifestyle magazine, VIRTUOSO LIFE is the face of Virtuoso. Distributed to the top clients of Virtuoso-affiliated travel advisors, it reinforces their relationship through cutting-edge personalization and one-on-one messaging. VIRTUOSO LIFE artfully depicts highly customized luxury travel experiences enhanced by Virtuoso-exclusive products, access and amenities. For more information, visit [www.virtuoso.com/why-virtuoso/our-magazines](http://www.virtuoso.com/why-virtuoso/our-magazines).

#### **Media Contacts:**

Misty Ewing Belles  
Virtuoso – Director, Global Public Relations  
Phone: 202.553.8817  
E-mail: [mewing@virtuoso.com](mailto:mewing@virtuoso.com)

Katherine McPherson  
Alice Marshall Public Relations  
Phone: 212.861.4031  
E-mail: [katherine@alicemarshall.com](mailto:katherine@alicemarshall.com)