



VIRTUOSO®

Luxury Travel Trend Watch: 2025

In association with

GLOBETRENDER®

Introduction

Welcome to *Luxury Travel Trend Watch: 2025*, a Virtuoso report produced in association with travel trend forecasting agency Globetrender.

Published in September 2024, this report is a summation of the luxury travel trends first revealed by Globetrender founder and CEO Jenny Southan at the 2024 Virtuoso Symposium, held at Atlantis the Royal hotel in Dubai.

Working with global data from the 2024 Virtuoso Brand and Travel Tracker Survey, as well as the organisation's team

of in-house experts, Globetrender has identified seven luxury travel trends for 2025 including "Silver Bullet Wellness", "Racketeering", "F**k-it Lists", "Wander Women" and "XZ Beta Travel".

For travel advisors and partner brands, these trends present revenue-making opportunities in a luxury travel landscape that is tilting towards younger generations (the first Generation Beta babies will be born in 2025), as well as the Asia-Pacific region (Swiss financial services company UBS predicted in summer 2024 that one-third of millionaires

will come from emerging markets by 2028).

To help articulate the wide-spanning and evolving needs and desires of the luxury traveller, Globetrender has devised a proprietary "Luxury Traveller Journey Scale", which measures how the correlation between wealth and worldliness affects an individual's trip motivations.

For example, on one end of the spectrum there are newly minted high-net-worths who have travelled very little – and at the other end of the spectrum there are old money ultra-high-net-worths who

have travelled the world extensively. Considering where consumers sit on this scale is vital to predicting their future needs and behaviour.

Looking at data from Virtuoso members, sales made between January and April 2024 for travel in 2025 and 2026 were up 49%. What's more, future cruise sales were up 52%, compared to transactions made during the same timeframe in 2023 for future travel. Overall, high price-tag trips are increasing, with bookings over US\$50,000 up 86%.

What we don't address in this report is generative

AI – and that is because we believe that for luxury travellers, the role of the human advisor will be more valuable than ever.

As Virtuoso Chairman and CEO Matthew D Upchurch recently said: "AI can be a helpful tool for travel advisors, creating efficiencies that allow them to focus on the aspects of client management that are inherently human. Our philosophy on technology remains the same: automate the predictable, so that we can humanise the exceptional."

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Contents



Trend 1..... 4
Silver Bullet Wellness



Trend 2..... 7
Mood Boarding



Trend 3..... 10
XZ Beta Travel



Trend 4..... 13
F**k-it Lists



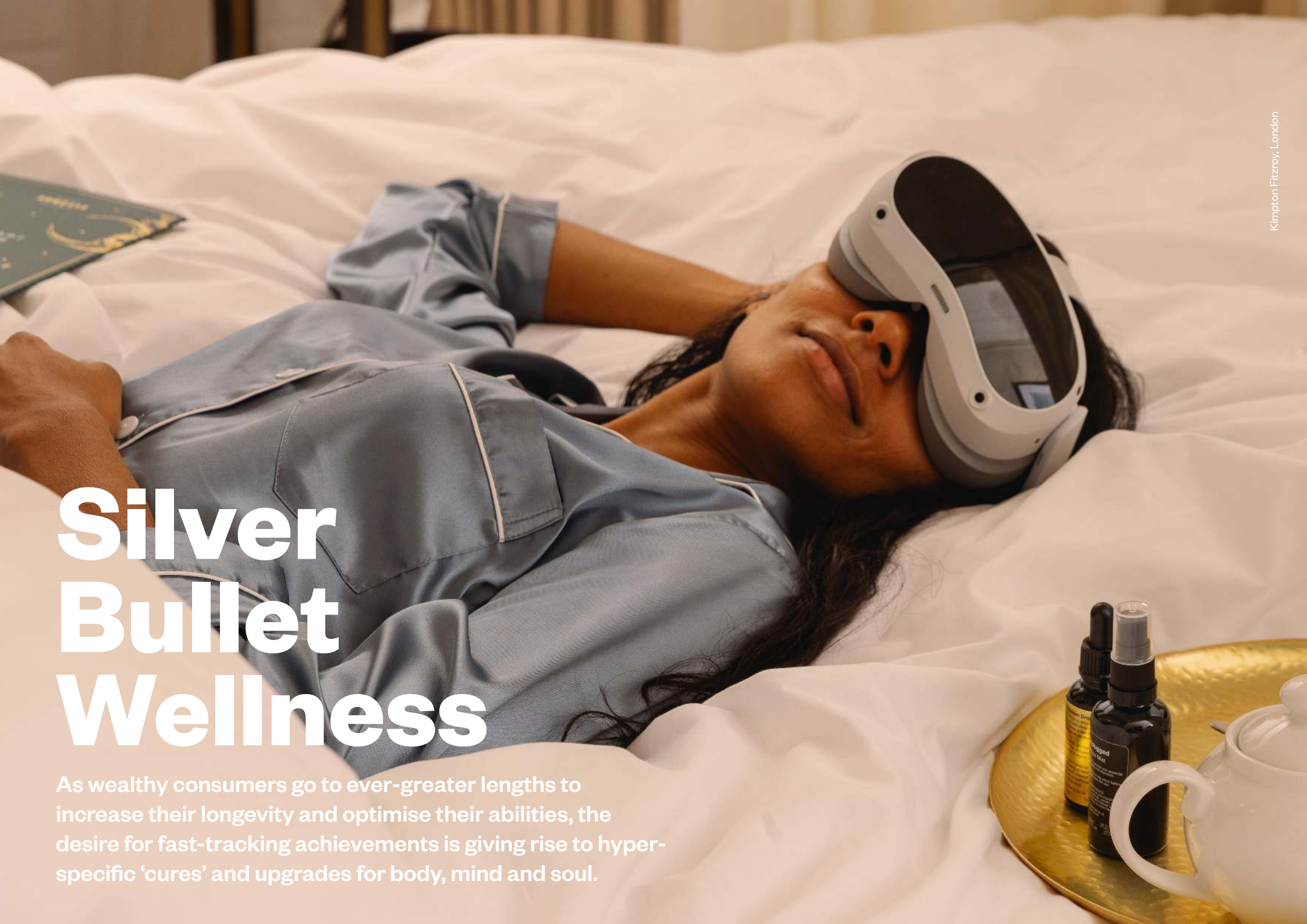
Trend 5..... 16
Wander Women



Trend 6..... 19
Memoirs in Motion



Trend 7..... 22
Racketeering



Silver Bullet Wellness

As wealthy consumers go to ever-greater lengths to increase their longevity and optimise their abilities, the desire for fast-tracking achievements is giving rise to hyper-specific 'cures' and upgrades for body, mind and soul.



According to the Global Wellness Institute, wellness tourism is predicted to grow by 16.6% annually, reaching US\$1.4 trillion in 2027, but a new sub-trend for hyper-specific “cures” is taking the form of Silver Bullet Wellness – sending clients home with healthy habits and a roadmap for longevity.

For luxury travellers seeking more than pampering and juice cleanses, the desire for personal optimisation is driving health-obsessed consumers to seek out treatments for everything from insomnia and cognitive decline to heart break and disease prevention. There are even spas emerging that are dedicated to healthy

life extension programmes, as longevity takes over from skin-deep anti-aging therapies.

Leading the way are hotspots such as Switzerland, Spain, Germany and London to the Middle East, Thailand, Mexico and the Maldives. For time-poor professionals, burnt-out parents or even

retirees who want “bang for their buck” when it comes to wellness, it’s becoming increasingly desirable to book mind and body boosting retreats that provide laser-focused adjustments to the way they think, live and nurture themselves. These intensive and, at times, radical transformations often come with a hefty price.

Take medi-hotel Clinique La Prairie in Switzerland, which debuted a new week-long “Brain Boosting Programme” in spring 2024. Firstly, participants undergo MRI brain scans, abdominal and chest ultrasounds, and gut health analyses. These are then followed by cognitive check-ups using memory-based brain training methods, screenings for heavy metals and inflammation, and assessments of how well the body’s sensory and perceptual markers are working.

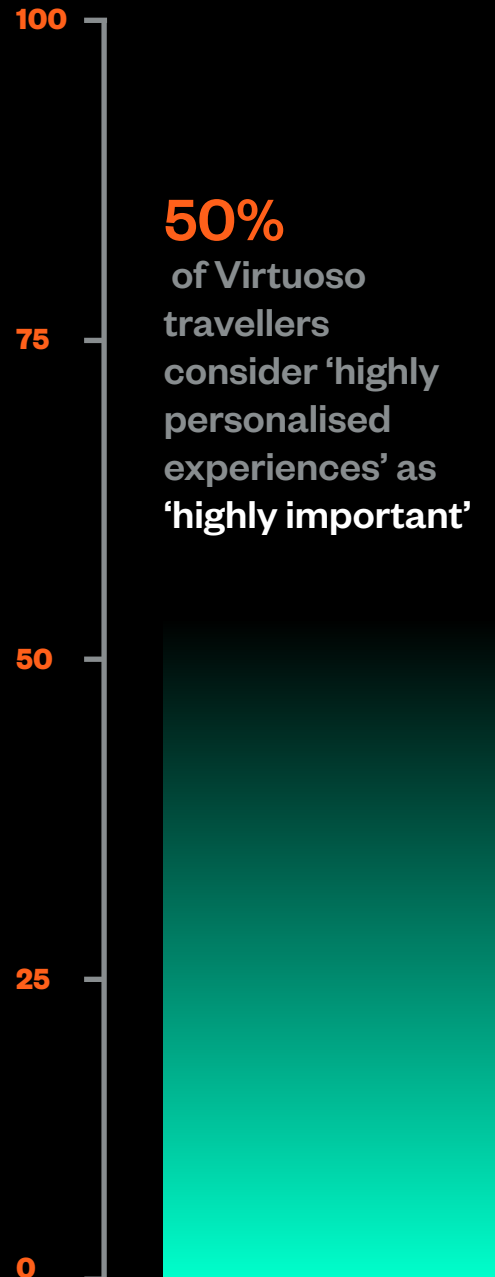
Guests are then offered personalised advice on how they can maximise their brain performance through things like visuospatial training, breathwork and super foods. How much does it cost? From CHF 26,900 (US\$30,080). A new Clinique

La Prairie health resort opened in Anji, China, earlier in 2024. Another will open in Amaala, Saudi Arabia, in 2026. In the UAE, the forthcoming Sha Emirates (opening 2026) claims to be the “first healthy-living island in the world”.

With one in eight Virtuoso clients already travelling specifically for health and wellness, the opportunity for delivering ever-more specialised treatments and experiences will be huge. After all, high- and ultra-high-net-worth travellers are all seeking greater levels of personalisation, so it makes sense that intuitive wellness suppliers are going far beyond asking about what level of pressure someone likes their massage to be.

Adopters of Silver Bullet Wellness want to return home regenerated and rewired, whether that’s thanks to a “monk-level” meditation retreat at the Aleenta Retreat Chiang Mai in Thailand; genetic testing at Buchinger Wilhelmi in Germany; menopause therapy at the Amilla Maldives; virility treatments at the Sha Wellness Clinic in Spain; or “quantum healing” at Kintsugi Space in Abu Dhabi.

Silver Bullet Wellness



The background of the entire page is a photograph showing the silhouettes of two people dancing. They are positioned in the foreground, with their arms raised and bodies in motion. The background is a soft, out-of-focus sunset or sunrise sky, transitioning from a deep blue at the top to a warm orange and yellow near the horizon. The overall mood is romantic and evocative.

Mood Boarding

Instead of focusing on destinations, intuitive luxury advisors are recognising the value in first understanding how travellers want to feel in that place, and then designing the itinerary.

Mood Boarding

When planning travel, most people focus on where they want to go and what they want to do, so it's easy to overlook how clients might want to feel. Most travellers can relate to the desire to deeply rest and relax, only to be lying by the pool thinking about work.

In reality, the best itinerary might have been one that involved hiking and biking in the day, using nature and physical activity as a distraction from email – thus unlocking a proper disconnect from professional responsibilities. As travel advisors tap into clients' true motivations by asking the right questions, they can better appreciate and respond to their deeper human needs. As a consequence, the trend for "Mood Boarding" will gain prominence in the pre-departure consultancy phase.

As philosopher Alain de Botton wrote in his book *The Art of Travel*, "the problem with going away is that you take yourself with you". He describes a time when he was invited to Madrid for a conference, "yet despite the wealth of beauty around me I could not drag myself out of bed". In order for travel to

"work it's therapeutic effect", De Botton argues that we need to explore what the purpose of these trips that promise "outdoor fun", "family adventure" or "culture weekends" actually mean for our psyches. In short, we must consider the inner journey as important as the outer journey.

Virtuoso believes that it's the job of the luxury travel advisor to separate the "wants" from the "needs", and facilitate experiences that are emotionally nourishing. For example, a client may say they want a candlelit dinner on the beach with their partner but what they might need is a deeper sense of connection to their spouse, or to feel forgiveness.

Thierry Teyssier, founder of world's first 'wandering' hotel concept 700,000 Heures, told Globetrender: "Staff need to find out how the hotel guests feel on that particular day. Did the couple have a huge fight the night before and one of them slept in the bathtub? Or did they stay up until 4am dancing to music on the bed?"

An early pioneer of "Mood Boarding" was Philippe



Brown, founder of luxury travel company (and Virtuoso member) Brown + Hudson. In 2021, he uploaded a "psychometric questionnaire" for prospective clients to complete when arriving on his website. The questions are specifically designed to assess clients' psychological preferences as a traveller. They examine everything from how much you

want to overcome fears and be the best that you can be, to how much you like surprises.

More recently, in 2023, luxury adventure travel company and Virtuoso member Black Tomato debuted "See you in the Moment", a series of "rare and remarkable" group experiences that tap into the psychology of travel, and are designed to deliver "lasting impact", says

co-founder Tom Marchant. The itineraries are categorised by: The Meal, The Event, The Challenge, The Journey and The Celebration. One option is to have a gourmet banquet inside a volcano in Iceland that is illuminated by a thousand candles. The idea is that the experience encourages you to be fully present in the moment with others; which by design is innately therapeutic.

Mood Boarding

Emotional drivers of travel among Virtuoso clients...

77% 'curiosity and exploration'

65% 'joy and happiness'

57% 'awe and wonder of nature'

51% 'mental refresh and reset'

51% 'anticipation and excitement' }

31% 'belonging and friendship'

22% 'reflection and self-discovery'



XZ Beta Travel

In 2025, the first “Beta Babies” will be born, giving rise of a new generation of young families with Gen Z parents, often travelling with Gen X grandparents.

XZ Beta Travel

Multi-generational tourism is nothing new, but from 2025, for the first time in human history, seven generations of people will be travelling at the same time. This is because the world's first "Beta Babies" will be born to Gen Z parents (aged 16-30).

These infant offspring will be joined by Generation Alpha (aged one to 15 in 2025), Generation Y (Millennials), Generation X, Boomers and the Matures. Most pertinent for the coming year will be the emergence of "XZ Beta Travel", whereby a new generation of young parents will be travelling with their children and Gen X parents, who will frequently be footing the bill for vacations.

No longer a demographic to be overlooked by the luxury travel industry, Gen Z accounts for about 2 billion people on Earth and is expected to represent 27% of the global workforce by 2025. What's more, they are a powerful and often highly aspirational consumer class.

According to a recent report from McKinsey ("Faces, places, and trends shaping tourism in 2024"), 35% of the luxury-

travel market is now composed of travellers with net worths of between US\$100,000 and US\$1 million. These "aspiring" luxury travellers are typically under 40, they may not own their own homes, and a rising number of them are from Asia. This means that more than a third of US\$239 billion luxury travel market is driven by people who are not millionaires.

For luxury travel advisors, this means catering to a whole new demographic of twenty-

something parents, for whom inspiration frequently comes from TikTok – about 60% of active users are from Gen Z and by the end of 2024, the total number of TikTok users is expected to reach 1.8 billion. This is not to say that more Gen Zs are going to be having children young (the general trend is still for women to be delaying motherhood or shunning it altogether), but even if 10% of Gen Zs have kids over the next five years, that is still 200 million people. (In the

US, *Time* magazine reports that there are more than 22 million Millennial parents (about 6.6% of the population), with about 9,000 babies born to them each day.)

Catering particularly well to young families is the Shangri-La Hong Kong Island, which transformed an entire floor of the hotel into a playful, luxury haven for Beta Babies and young Alphas in early 2024. Features include communal spaces such as the Hangout

– a hybrid living room, dining room and play room – and rooms that feature incredible sleep installations in the form of timber treehouses, submarines and replica trams. Meanwhile, Sonnwies, in the Italian Dolomites, positions itself as a family-only wellness, ski and farm hotel. It has an indoor-outdoor aquapark, petting zoo, 10,000 sqm adventure playground, riding school and ice skating rink. You can even book your little one a milk bath or chocolate massage.



The Generations

Generation Beta:

Born 2025-2039

Generation Alpha:

Born 2010-2024 – aged 0-14 in 2024

Generation Z:

Born 1995-2009 – aged 15-29

Generation Y:

Born 1980-1994 – aged 30-44

Generation X:

Born 1965-1979 – aged 45-59

Boomer:

Born 1946-1964 – aged 60-78

Matures:

Born 1925-1945 – aged 79-100+



34%

of Gen X luxury travellers plan to travel with their adult Gen Z offspring in the next year

32%

of Gen Z luxury travellers are planning trips with children under 18

72%

of Gen Z luxury traveller parents are travelling for 'joy and happiness'

42%

of Gen Z luxury traveller parents are more likely to rely on a travel advisor (**28%** among Gen Y parents)

Data from Virtuoso



F**k-it Lists

The antidote to 'bucket lists', a carpe diem attitude is driving more spontaneous, frivolous, fun and liberating experiences that are about getting out of your comfort zone and embracing adventure.

F**k-it Lists

The term “bucket list”, which describes the things people want to do and see before they die, has been dominating the travel media landscape for several years. However, people are now less concerned about long-term scheduling. Instead, the focus has shifted toward short-term rewards and a “carpe diem” attitude.

In 2025 and beyond, luxury travellers want to celebrate living in the moment. With this in mind, Globetrender and Virtuoso coined the term “F**k-It Lists” to represent the thirst for more spontaneous, frivolous, fun and liberating experiences that don’t necessarily require the same level of complex planning.

They also reflect how consumers are finding ways to justify spending more on extravagant hotel suites, business and first class flights, private jets and yacht charters. According to Fortune Business Insights, the global yacht charter market is forecasted to rise in value from US\$7.6 billion in 2023 to US\$11 billion by 2030. (Virtuoso’s own yacht bookings are up 52%.)



Virtuoso advisors have noted continued demand for exclusive-use experiences such as VIP transportation, luxury yachts and private residences, along with itineraries that incorporate next-level stimulation and engagement. Requests for these exceptionally high-end experiences have increased 89%, according to Virtuoso advisors surveyed.

“F**k-It Lists” are often about getting out of your comfort zone and prioritising personal

fulfilment and adventure over ticking off popular or conventional tourist spots. They are also more imaginative – after all, everyone talks about swimming with dolphins at least once in their lifetime but how about tagging Hammerhead sharks in the uncharted waters of Costa Rica, which is something Untold Story can arrange for clients? The company can also organise canyoneering adventures in Utah’s Zion National Park and hot air balloon flights in Namibia, and prices are no object.

Mark Allvey, co-founder of Untold Story Travel, says: “We are thrilled to have seen an increase in bookings of six-figure holidays of more than 50% year on year prior to the pandemic, meaning these high-value bookings now form 40% of our business.”

Other examples of F**k-it List experiences might be playing in the World Series of Poker in Las Vegas, driving a Cybertruck, participating in a psychedelic plant medicine ceremony or attending the

Burning Man festival. In 2024, luxury adventure travel company Pelorus is organising super car road trips around Texas. Meanwhile, Based on a True Story excels in bringing to life magical fantasies for ultra-wealthy clients, complete with an entire cast of actors, costume outfitters and script writers. Clients can sign up for a surprise kidnapping, go in search of pirate treasure or take part in a voodoo themed party inspired by the James Bond movie *Live and Let Die*.

For those who really want to push their limits, Desert Island Survival specialises in castaway experiences that are designed to teach people how to survive on uninhabited tropical islands. With trips lasting about ten days, they take place on islands in Tonga, the Philippines, Panama and Indonesia. Participants first learn the art of sling fishing, shelter building, how to start friction fires, identify edible flora and fauna, weave palms, tie knots, do emergency signalling, find potable water, open coconuts without tools, and set animal traps, before being left alone (without any instructors) to survive as part of a group.

F**k-it Lists



51%

of Virtuoso travellers seek excitement

27%

of global HNWs and UHNW travellers are attending celebrations
(30% US, 41% Greater Asia)

48%

of Virtuoso travellers plan to fly business or first class on commercial airlines

Wander Women

Regardless of age, the rising popularity of solo female travel highlights the way independent women want to explore destinations on their own terms – and without paying single supplement penalties.

Wander Women

Empowered by a growing sense of independence, increasing numbers of women (of all ages) are opting to travel alone, often taking on more intrepid and physically demanding trips than they might have done in the past.

“Wander Women” will be a particularly significant trend in 2025 and beyond as luxury travel providers respond by better tailoring journeys and experiences to their female clientele, recognising the significance of their spend and endorsement.

Virtuoso cites that 71% of its solo traveller clients are women. Interestingly, 47% of them are also divorced, separated or widowed, indicating that many women are hitting the road after being tied to a partner or raising a family.

Up until recently, safaris, for example, weren't particularly well set up for solo female travellers, but Wilderness has taken the step to attract more “Wander Women” by waiving its single supplement fees on all new bookings in 2024 or 2025. Valid for travel outside of the high and festive seasons,

guests can have “complete control over their itinerary” with the add-ons of private game vehicles and guiding options available. For those seeking company, they can also opt to be grouped with others for game drives and sundowners.

Cruise companies are also working harder to attract solo travellers – luxury river cruise line AmaWaterways eliminated single supplements on 39 European departures as part of a promotion in March 2024. Targeting “Wander Women” specifically, at around the same time, Swiss travel social network A Small World launched the Solo Cruise Company, specifically for solo female travellers aged 55-plus.

In the small group adventure travel sector, Intrepid Travel will be hosting its first women-only trips to Saudi Arabia from November 2024, in partnership with a local, female owned tour operator run by Sara Omar. Experiences will include visiting Saudi women's homes, snorkelling on a female-only beach and getting pampered at a beauty salon (all things that can't be done with men). The expeditions cost from £4,795 (about US\$6,284) for 12 days.

Omar, a Saudi mother of two and passionate traveller who helped bring the Intrepid Travel trip to life, says travellers to Saudi often arrive with misconceptions about the country. “A lot of people think Saudi women are unable to do anything, that we're not educated, that we don't work. Meeting the locals is the best way to understand what the lifestyle is really like,” she says.

From the perspective of the luxury travel provider, the future of solo female travel is finding a niche, be that facilitating inter-personal connections, engineering challenges or meeting the unique needs of women.

A good example is innovative European start-up Mom'z, which is bringing pregnant women together for all-female group “babymoos” in Spain. Held in destinations such as Alicante, Barcelona and Mallorca, the five-day retreats include birth preparation classes and creative workshops. Then there is the Amilla Maldives, which hosted its first “mid-life wellbeing” retreat in July 2024 for perimenopausal and menopausal women.



Wander Women



Memoirs in Motion

Luxury travellers are increasingly casting themselves in their own personal documentaries, generating demand for professional film crews who can accompany them on special journeys and expeditions.

ANTON
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Memoirs in Motion



Most professionals have now heard of the “Set-Jetting” trend whereby people are travelling to places that have featured in movies and TV shows, but “Memoirs in Motion” pertain to documentaries in which clients are the star of their own show.

This trend highlights how high-net-worth individuals are increasingly hiring professional film crews and camera people to document their vacations and expeditions, creating polished, cinematic recordings

of particularly special journeys and expeditions. It reflects a growing desire for personalised storytelling and the preservation of memories in dynamic and visually stunning formats, elevating travel experiences to a form of personal legacy.

The days of home slide shows may be behind us but the reality is, most people have thousands of photos and video clips stored on their phones that they never look at (bar the ones that get posted on social media). This means there are few opportunities to share

retrospectives of trips with friends and family.

Answering this need, Cookson Adventures takes inspiration from David Attenborough documentaries, providing clients with a team of cinematographers who can create everything from daily film edits that are screened in the lodge or a super yacht’s media room in the evening, to epic reels for clients to share on social media and mini-documentaries on conservation projects they’ve been involved in. Rates start from £13,000 (US\$17,000).

Louis Waite, head of photography at Cookson Adventures tells Globetrender: “There’s a lot to be said for flying across the desert standing on the skid of a helicopter, capturing the energy and excitement in an action-packed moment, but what is equally important is turning the camera back on to the guests’ faces and capturing their emotions. Sometimes capturing their reaction is more important than capturing the action.”

Waite adds: “We don’t just deliver a great film when they

return, though – on some trips we have edited on the fly to have screenings of the wildlife highlights of that day and some clients ask us to make social media-friendly edits so they can easily update their profile on the go. I recently joined a group of friends on a high-adrenaline adventure in Norway. This group really wanted to be pushed out of their comfort zone, so the Cookson Adventures team were joined by ex-special forces expedition guides and had the group skydiving, mountain climbing and camping overnight on a sheer cliff face. I am now working on a Netflix sports documentary-style film for them.”

Premium adventure travel company Black Tomato was an early adopter of drone technology, launching its “Drone the World” service back in 2016, and it’s still a service that makes this company stand out from the crowd. For an extra £5,000 or so, clients can choose from a network of professional drone cameramen and artistic directors who have worked on award-winning documentaries for the BBC and National Geographic, who will then accompany you to

produce a “featurette” of your adventure. Quintessentially Travel, Pelorus, Joro Experiences and Original Travel have also arranged film crews for clients with projects ranging from £25,000 to in excess of £350,000.

One innovative start-up that is directly selling “Memoirs in Motion” is Peru-based Cine Adventures, which was founded by director Arian Jacobs in 2022. Working in partnership with producer Julia Ochoa and drone operator Tony Martinez, they produce 4K movies for clients anywhere in the world, so long as travel expenses are covered.

Their mission is to “transform travel experiences into cinematic memories that last a lifetime”, and can produce everything from polished documentaries to personalised reality shows. Daily rate range from US\$350 to US\$630 per day depending on the number of days and people. (Two-person crews and adventure documentaries are double the daily fee.) National Geographic-style documentaries and reality show are priced on a per project basis.

35%

of Virtuoso travellers are
inspired by travel shows or
docu-series

40%

of Virtuoso travellers are
seeking adventure

US\$350-US\$630

daily rate range for Cine
Adventures film crew





Racketeering

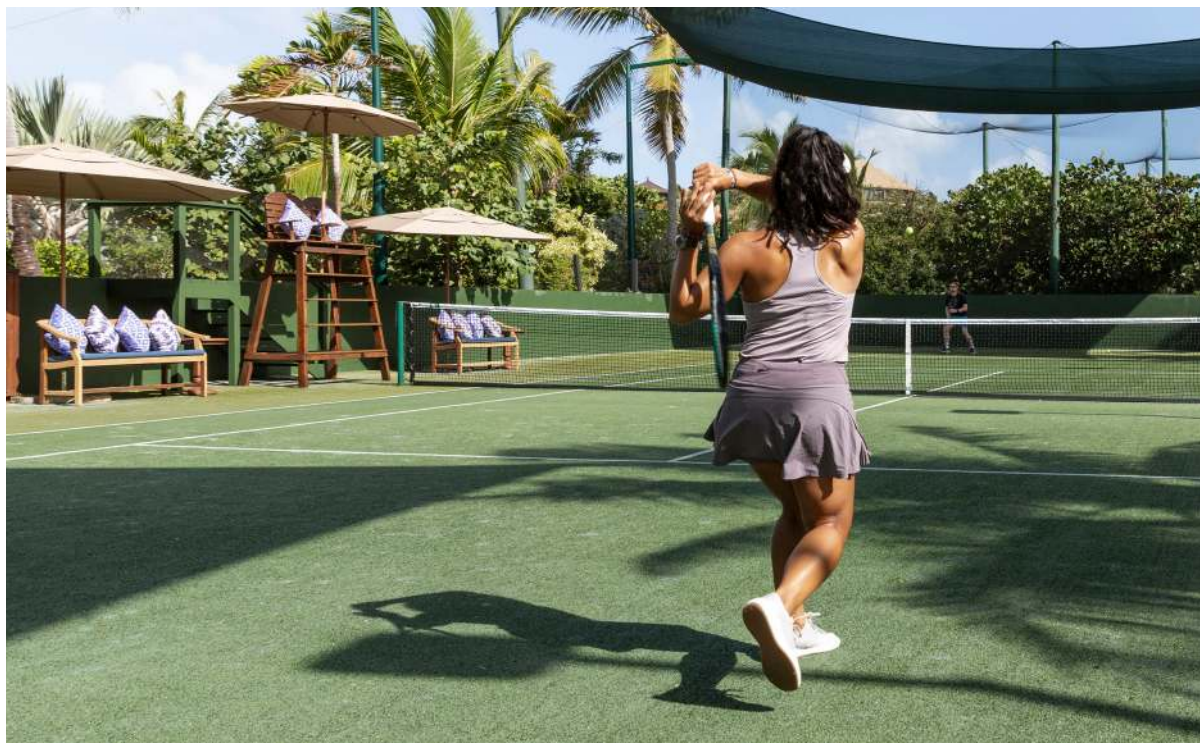
The explosion in popularity of tennis, pickleball and padel has corresponded with resorts incorporating state-of-the-art courts and branded apparel for players wanting to combine the thrill of the game with the pleasure of travel.

Racketeering

Spurred by the box office success of Luca Guadagnino's 2024 movie *Challengers*, "Racketeering" is a trend Globetrender has coined to describe the rising popularity of playing racket sports such as tennis, pickleball and padel while on vacation (there are even companies emerging such as Pickleball in Paradise that organise vacations for players).

Regarded as the birthplace of padel in Europe, Marbella Club founder Prince Alfonso de Hohenlohe imported the sport from Mexico in 1974, to his luxury resort on the Costa del Sol in Spain. Fifty years later, in June 2024, it was announced that Qatar Airways is now the official airline partner of Premier Padel, the leading official professional padel tour worldwide.

Further fuelling demand, other resorts and travel destinations are increasingly incorporating state-of-the-art courts and facilities for racket sports, along with clinics, tournaments, and coaching sessions to attract enthusiasts of tennis, padel and pickleball.



Over on Necker Island, home of entrepreneur and space tourism pioneer Richard Branson, new padel and pickleball courts have been installed, in addition to tennis (of which he is a great fan). Every year, pro players from around the world converge to compete in the Necker Cup – the “world’s most exclusive pro-amateur tennis tournament”. The Branson Beach Estate on his neighbouring BVI island

of Moskito (a new Virtuoso partner in 2024) also has two outdoor tennis courts with coaches available to hone your skills. (Both properties are available for buy-outs and room-only stays at certain times of the year.)

Meanwhile, the Hotel du Cap-Eden-Roc in Cap d’Antibes, France, has five clay tennis courts on-site. In 2024, it also partnered with Lacoste to create a limited-

edition capsule collection of tennis apparel and accessories that are on sale in its shop (rackets cost €540/US\$596). The co-branded clothing and accessories include on-court attire, off-court sportswear, footwear, towels, sports bags, leather goods and eyewear, all in the signature Lacoste green, white and blue. On the tennis court there are branded referee chairs, parasols, shelters and tennis balls.

Ahead of the curve, the Maldivian high-end resorts of Soneva Fushi and Soneva Jani installed padel courts in 2022. Those seeking to improve their serve also benefit from a host of world champion tennis and padel players through the “Soneva Stars” programme. In summer 2024, former tennis pro Wayne Ferreira was in the house, along with Mike Bryan. Last year, the Kagi Maldives Resort and Spa debuted the first pickleball court in the Maldives.

The One&Only Aesthesis, which opened in Greece in November 2023, has a padel court, while the Bürgenstock Resort Lake Lucerne in Switzerland opened a pickleball court in its Diamond Domes sporting facility in April 2024. The Le Grand Bellevue also has padel courts and hosted its first tournament in summer 2024. At the same time, the new Nay Palad Farm will bring a new floodlit padel court to Ibiza. Crystal Cruises has also been jumping on the trend – its *Crystal Serenity* and *Crystal Symphony* ships both have pickleball and padel courts onboard.

13%

of Virtuoso travellers are
travelling for sporting
events

US\$477 million

- predicted value of global
padel market in 2031
(up from 191 million in 2021)
[Business Research Insights]

Pickleball

is the fastest-growing sport
in the US



About Virtuoso

Virtuoso is a US\$35 billion dollar a year global network focused on exclusive, immersive travel experiences.

Through its preferred partner relationships with 2,300 of the world's best travel brands across more than 100 countries, it offers superlative service and added benefits for travellers who book through a Virtuoso-affiliated travel advisor.

Virtuoso counts 20,000 of the industry's most influential advisors spanning 58 countries as part of its network, with nearly half operating outside of the US.

Virtuoso curates exclusive experiences for high-net-worth and aspirational travellers who believe travel is an essential part of living a rewarding life, by drawing upon its collaborative community of travel advisors and travel partners.

At its core, luxury is about tailoring the overall experience, from planning to communication to the actual trip, based on what best suits the traveller.

As connectors of people, places and experiences, Virtuoso's role is to facilitate these personalised journeys, allowing travellers to uncover and embrace their own unique definition of luxury.

Visit [virtuoso.com](https://www.virtuoso.com)

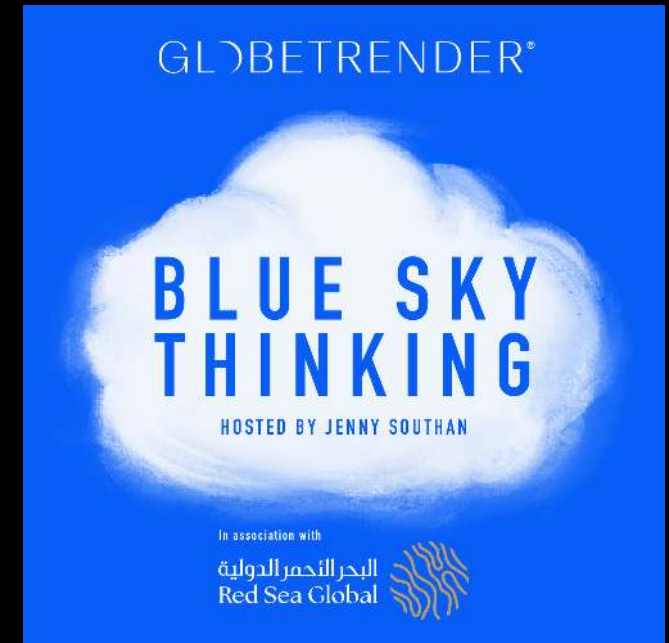


Atlantis the Royal, Dubai

“We believe the future is knowable”

Globetrender is the UK's leading travel trend forecasting agency and online magazine dedicated to the future of travel.

- Founded by Jenny Southan, Globetrender delivers cutting-edge insights into how people will be travelling in the 21st century, giving professionals the knowledge they need to future-proof their businesses through actionable strategic foresight.
- Globetrender's trend reports are read by thousands of travel industry professionals, as well as executives from a wide-variety of multinational corporations looking for insights into the future of travel and consumer behaviour.
- Globetrender also publishes two newsletters – free weekly innovation briefings and a premium product called VOLT, which explores emerging travel trends in depth.
- Consulting and trend-based strategy is central to Globetrender's offering. Jenny is also available to book for public speaking engagements including webinars, talks, live broadcasts, workshops, panels, conferences and conventions.



PODCAST

Hosted by Globetrender founder Jenny Southan, *Blue Sky Thinking* presents the visionary entrepreneurs and innovators whose big ideas are shaping the future of travel.

Series 1 of *Blue Sky Thinking* is sponsored by Kayak. Series 2 is a branded-takeover by Red Sea Global.

jenny@globetrender.com