

LUXURY TRAVEL UNPACKED

What defines luxury travel for your clients today?

Conducted online in August and September 2025, our annual Luxury Travel Survey gathered insights from readers on the destinations, experiences and expectations defining today's high-end travel landscape.



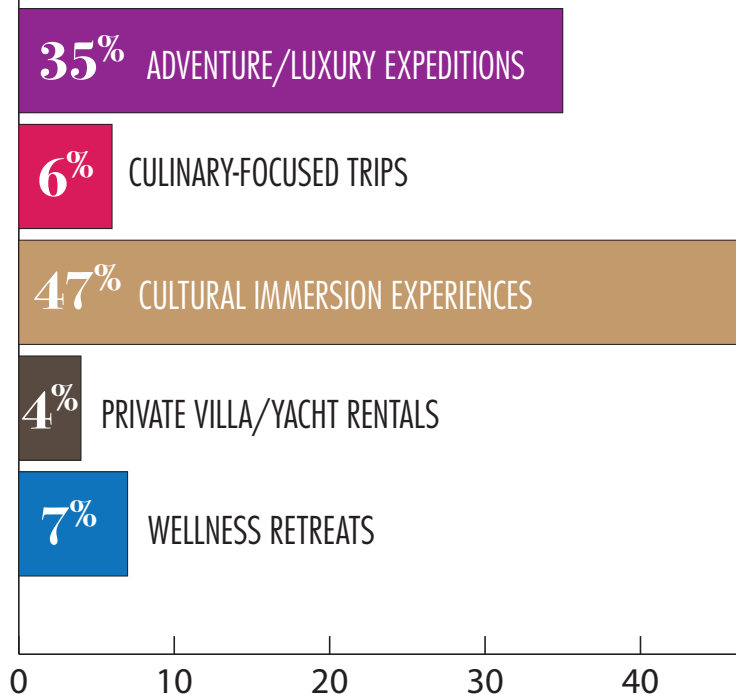
recommend
helping travel advisors sell travel

SPONSORED BY:

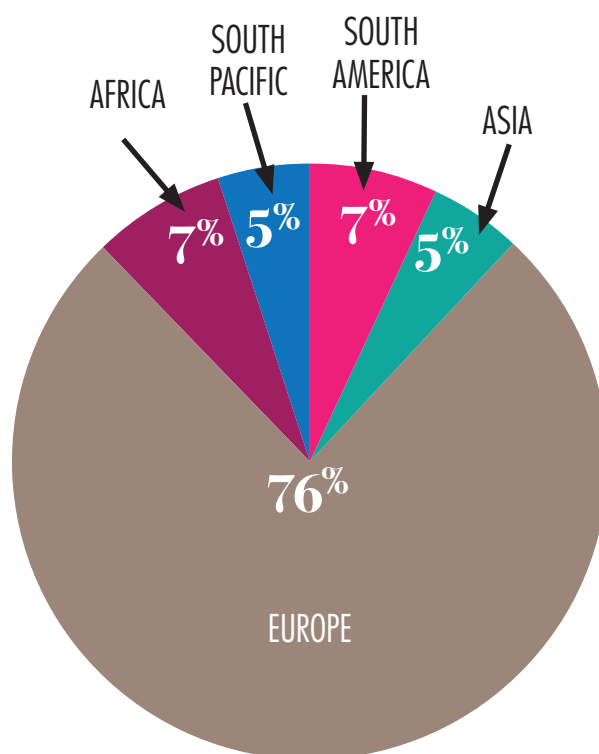
CAYMAN  ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN



WHICH LUXURY TRAVEL TREND ARE YOUR CLIENTS MOST INTERESTED IN RIGHT NOW?



WHAT IS YOUR TOP-SELLING LUXURY TRAVEL REGION FOR 2025?



WHAT IS THE MOST IMPORTANT FACTOR FOR YOUR LUXURY CLIENTS WHEN CHOOSING A VACATION?

- #1 UNIQUE EXPERIENCES
- #2 PERSONALIZED SERVICE
- #3 HIGH-END ACCOMMODATIONS
- #4 EXCLUSIVITY/PRIVACY
- #5 SUSTAINABILITY CREDENTIALS



SUSTAINABILITY/REGENERATIVE TOURISM IS TOP OF MIND THROUGHOUT THE INDUSTRY, WITH SURVEY RESPONDENTS SAYING THAT THEIR CLIENTS ASK MOSTLY ABOUT "LOCALLY SOURCED FOOD AND EXPERIENCES."



THE CRUISE DESTINATION MOST POPULAR WITH LUXURY TRAVELERS?

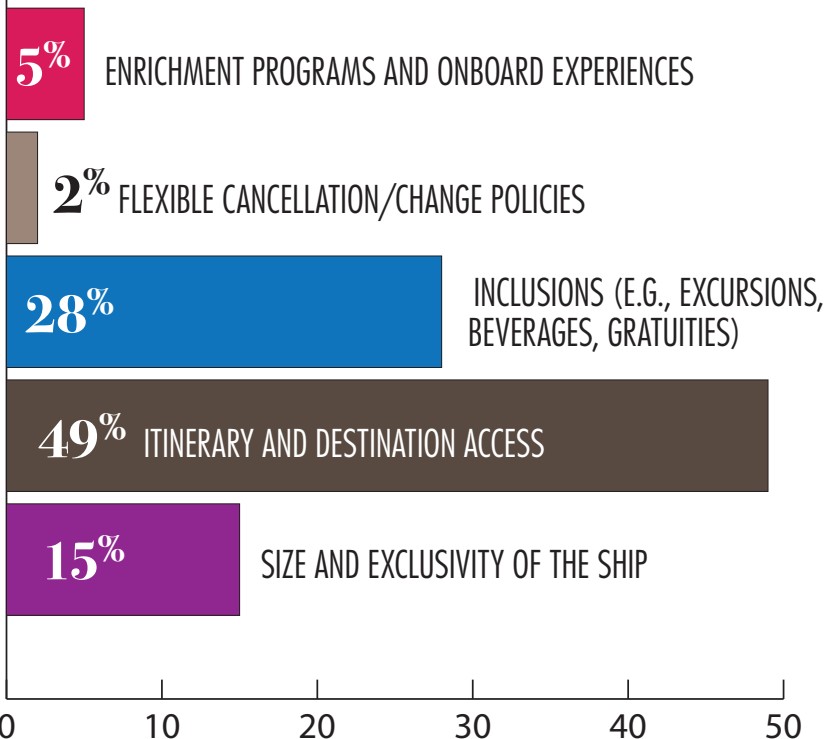
Survey says: Mediterranean, with premium cruise lines with upgraded/luxury accommodations being the most popular cruise provider.



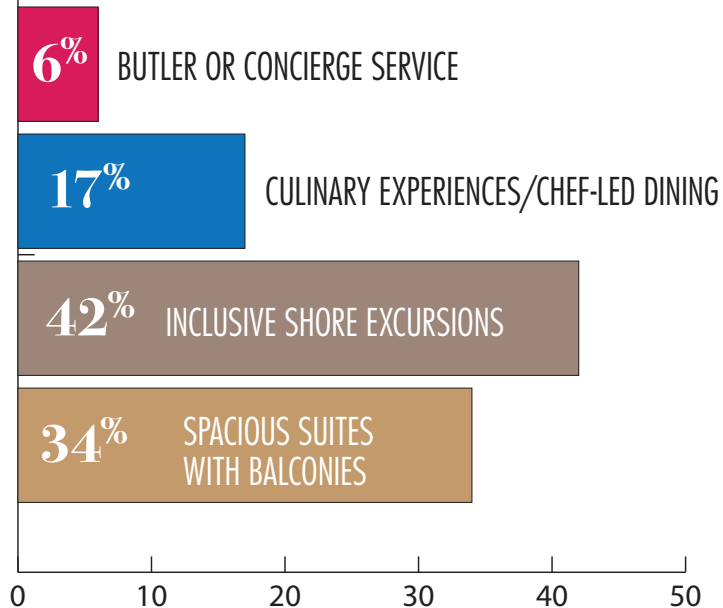
HOW FAR IN ADVANCE ARE YOUR LUXURY CLIENTS BOOKING TRIPS NOW (COMPARED TO PREVIOUS YEARS)?

Survey says: Booking windows haven't changed much in the last year.

WHAT ARE YOUR LUXURY CRUISE CLIENTS PRIORITIZING MOST WHEN SELECTING A CRUISE?



WHAT CRUISE AMENITIES ARE MOST IMPORTANT?

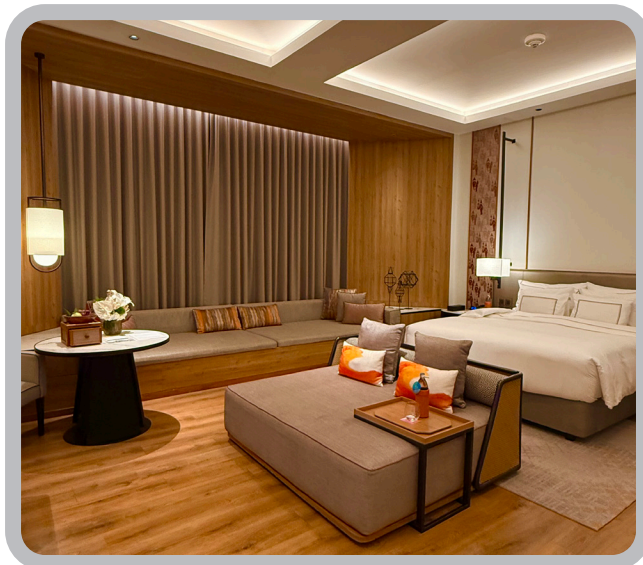


WHAT'S THE BIGGEST MOTIVATOR FOR CLIENTS TO CHOOSE A LUXURY CRUISE OVER LAND TRAVEL?

- #1 ALL-INCLUSIVE LUXURY VALUE
- #2 UNPACK ONCE/EASE OF TRAVEL
- #3 EXCLUSIVE DESTINATIONS ONLY ACCESSIBLE BY SEA
- #4 UNIQUE ONBOARD PROGRAMMING AND ENRICHMENT
- #5 PERSONALIZED ONBOARD SERVICE



LUXURY TRAVELERS, AS PER THE SURVEY, ARE CHOOSING "INTIMATE BOUTIQUE OR DESIGN-FORWARD HOTELS" AND "ICONIC FIVE-STAR CITY HOTELS" AS THEIR PREFERRED ACCOMMODATION STYLE. FIFTY-ONE PERCENT OF SURVEY RESPONDENTS SAY THAT THEIR CLIENTS ARE SELECTING ACCOMMODATIONS BASED ON "PROXIMITY TO CULTURAL OR NATURAL EXPERIENCES."



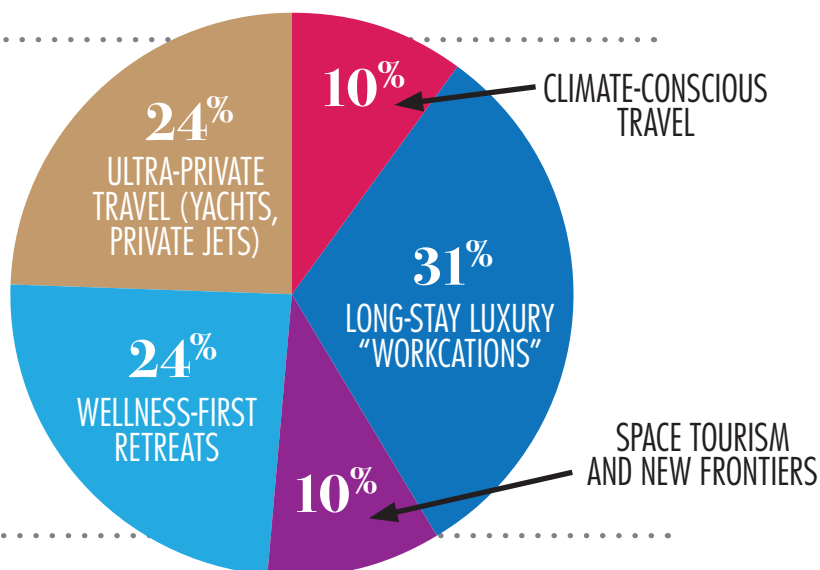


WHAT IN-ROOM PERK CAN LUXURY TRAVELERS NOT LIVE WITHOUT?

- #1 OCEAN OR PANORAMIC VIEWS
- #2 BUTLER OR 24/7 ROOM SERVICE
- #3 SPA-LIKE BATHROOM AMENITIES
- #4 PRIVATE PLUNGE POOL OR HOT TUB
- #5 TECHNOLOGY/PERSONALIZATION

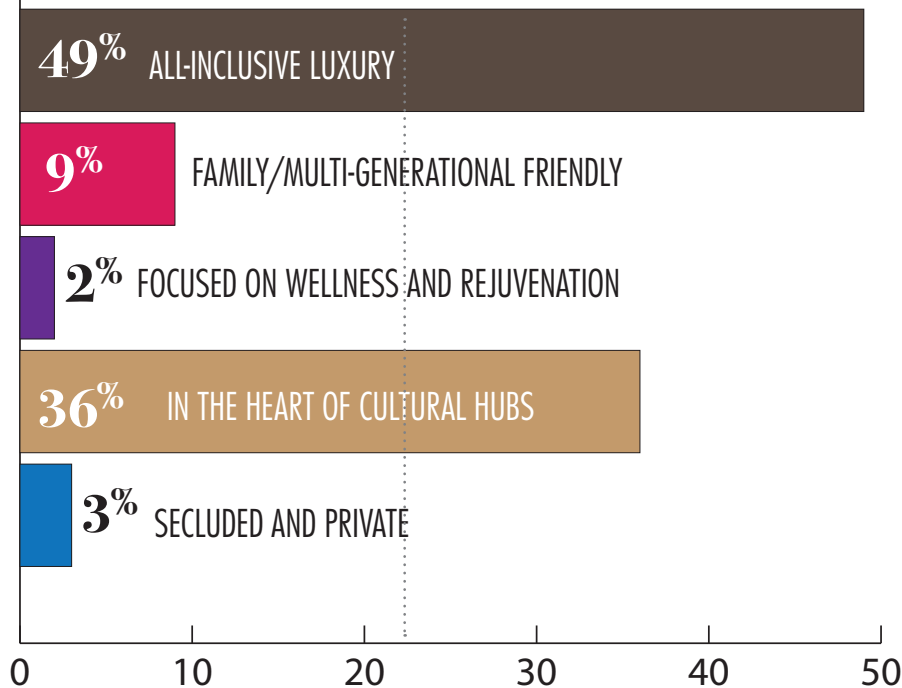


WHAT DO YOU EXPECT TO BE THE HOTTEST LUXURY TRAVEL TREND OF 2026?



WHEN WE ASKED THE SURVEY RESPONDENTS WHAT THE BIGGEST CHALLENGE THEY CURRENTLY FACE WHEN SELLING LUXURY TRAVEL TODAY, THEY SAID THE #1 OBSTACLE IS "COST PERCEPTION/VALUE EXPLANATION," WITH "SUPPLIER AVAILABILITY/INVENTORY" CLOSE BEHIND.

WHAT TYPES OF TRIPS ARE PIQUING YOUR CLIENTS' INTEREST?

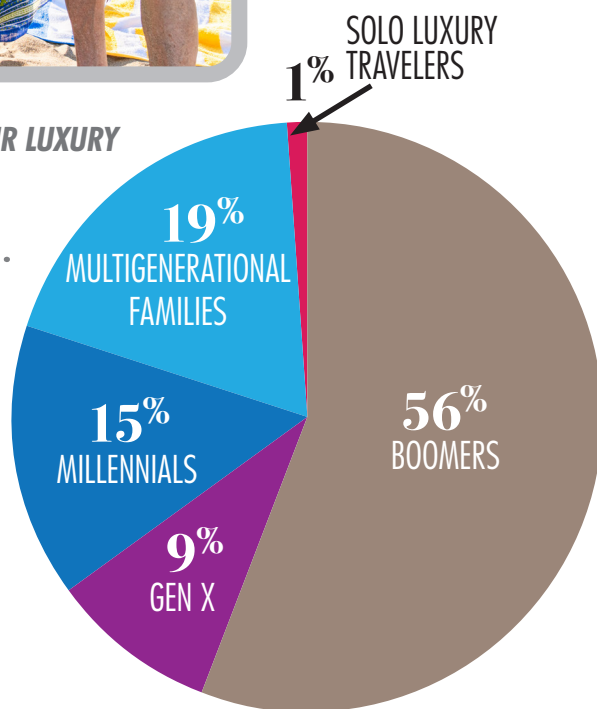




WHICH DEMOGRAPHIC IS DRIVING YOUR LUXURY BOOKINGS THE MOST?



WHEN COMPARED TO LAST YEAR,
39% OF SURVEY RESPONDENTS
SAY THAT DEMAND FOR LUXURY TRAVEL IS
“ABOUT THE SAME,” WITH **37%** SAYING,
IT’S “SLIGHTLY HIGHER.”



WHICH MARKETING CHANNEL IS GENERATING THE MOST LEADS FOR LUXURY TRAVEL?

- #1** REFERRALS/WORD OF MOUTH
- #2** SOCIAL MEDIA (INSTAGRAM, FACEBOOK, ETC.)
- #3** EMAIL NEWSLETTERS
- #4** TRAVEL ADVISOR CONSORTIA SUPPORT
- #5** IN-PERSON EVENTS





Malta: The Mediterranean Gem will now be more accessible than ever with Delta's Non-Stop Service from JFK starting June 7 to October 23, 2026

For luxury travel advisors seeking to offer clients a unique blend of history, culture, and indulgence, Malta stands as a compelling and often-overlooked Mediterranean gem. Situated between Sicily and North Africa, Malta offers year-round sunshine, crystalline waters, and a captivating mix of ancient and contemporary luxury experiences, all within a compact, easily navigable archipelago.

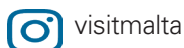
This UNESCO-laden destination boasts over 8,000 years of history, with highlights including the capital city of Valletta, a UNESCO World Heritage Site in its entirety, the timeless walled city of Mdina, and the serene sister island of Gozo, home to the Ggantija Temples, among the world's oldest free-standing structures. Discerning travelers can enjoy curated cultural experiences such as private tours of prehistoric sites, exclusive access to noble palazzos, and after-hours visits to museums, offering rare insight into Malta's rich and layered past. Malta's luxury accommodations range from opulent historic palazzos (boutique hotels) to cutting-edge five-star resorts. The island is also becoming a haven for wellness seekers, with high-end spas and retreats offering personalized, holistic experiences against stunning seascapes.

Gastronomy is another key selling point. Clients can savor Michelin-starred dining, private wine tastings at centuries-old vineyards, or even a chef-led yacht lunch while cruising the turquoise waters around Malta's sister islands of Comino and Gozo. Easily accessible from major European cities, Malta is ideal for both standalone vacations and pre- or post-cruise extensions.

Whether your clients are cultural connoisseurs, culinary adventurers, or simply seeking Mediterranean serenity with a touch of elegance, Malta delivers timeless luxury with modern flair.

About Malta

Malta and its sister islands Gozo and Comino, an archipelago in the Mediterranean, boasts a year round sunny climate and 8,000 years of intriguing history. It is home to three UNESCO World Heritage Sites, including Valletta, Malta's Capital, built by the proud Knights of St. John. Malta has the oldest free-standing stone architecture in the world, showcasing one of the British Empire's most formidable defense systems, and includes a rich mix of domestic, religious and military structures from the ancient, medieval and early modern periods. Rich in culture, Malta has a year-round calendar of events and festivals, attractive beaches, yachting, trendy gastronomical scene with six Michelin one-star and one Michelin two-star restaurants and a thriving nightlife, there is something for everyone.





The Cayman Islands: Where Luxury Meets the Joy of Missing Out For discerning travelers craving more than just another full itinerary, the Cayman Islands offer a rare indulgence, the joy of slowing down. Here, luxury lies not only in five-star amenities but in the art of being present, savoring simplicity, and embracing the moment.

Today's travelers are seeking more than constant activity; they're seeking rest. Research shows that 4 in 10 Americans (39%) say they need a "vacation from their vacation," while nearly half (49%) admit they return home exhausted or stressed after traveling. The Welcome to vaCay campaign invites travelers to escape the exhaustion of over-planned vacations and rediscover true relaxation in the effortless luxury and restorative calm of the Cayman Islands.

The Cayman Islands stand apart from an escape that restores rather than drains. This idyllic three-island destination blends world-class sophistication with effortless serenity. Wellness enthusiasts can rejuvenate in oceanfront spas inspired by Caribbean rituals, while sunset sails and yoga sessions invite guests to disconnect from screens and reconnect with themselves.

On Seven Mile Beach, time feels unhurried. No strict schedules, just golden sand, turquoise waters, and space to simply be. For those seeking quiet adventure, the Sister Islands await: cliffside hikes on Cayman Brac, a serene kayak to Owen Island of Little Cayman, and moments of untouched beauty that redefine luxury as peace of mind.

Culinary travelers will find paradise in the Culinary Capital of the Caribbean, home to over 300 restaurants blending global innovation with local flavor.

For travelers seeking elegance without urgency, the Cayman Islands promise luxury reimaged through the joy of missing out.

About the Cayman Islands

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of islands is a premier destination for travelers, divers, honeymooners and families. World-renowned for its idyllic beaches, the Cayman Islands offer spectacular recreational opportunities and impeccable service. To learn more go to visitcaymanislands.com/trade

Contact: Sales@caymanislands.ky



Cayman Islands Specialists



Cayman Islands Department of Tourism