



LUXURY TRAVEL TRENDS 2025

TEN



Every year at Ten, we book full-service travel experiences for our two million international members, from mass affluent to ultra-high-net-worth individuals, with the help of local travel experts based in more than 20 service locations around the world. **Few travel companies have the insight into the travel passions and preferences of such a broad spectrum of both leisure and business travellers.** Diving into our data, we've noticed three distinct trends emerging for 2025.

03 Planning meets spontaneity

[GO TO PAGE >](#)

06 Follow your passions

[GO TO PAGE >](#)

09 The sound of music

[GO TO PAGE >](#)

13 The top trend destinations

[GO TO PAGE >](#)

15 The most anticipated European hotel launches

[GO TO PAGE >](#)





PLANNING MEETS SPONTANEITY

Tell me more

Last year signalled a shift in travellers' booking behaviour, with **many organising the essential structure of their holiday**, such as flights, accommodations, and basic transportation including transfers, at least six to 13 months in advance [1], **but then leaving the finer details and daily experiences for when they arrive at their destination** – ideally to be curated by a team of local experts who are on standby for those in-the-moment requests.

Why is it a trend?

In a word – flexibility. **Luxury travellers are increasingly seeking a balance between the assurance and security of structured travel, and the excitement of acting on a whim** to enjoy highly personalised local experiences, tailored to their own preferences and interests. Add to that local concierge service, and you get the best of both worlds, says Ten's managing director for Private Travel, Ross Pakes: 'With a reliable framework in place, members feel confident enough to embrace spontaneity, and the richness that comes from local expertise – knowing they have a support system for any adjustments or needs.'

He adds that 'while structured travel provides a sense of confidence and ease, **the freedom to explore spontaneously adds excitement and a deeper connection to the destination**. Flexibility also allows for bespoke moments that feel exclusive and personal.'





How concierge services can help

Using local connections, **Ten's concierge team arranges for truly bespoke and authentic experiences that travellers might not discover on their own**, such as private access to cultural sites, personalised shopping tours, or meetings with local artisans. Recent examples include:

- **Kyoto:** We arranged a private tea ceremony led by a tea master in a historical teahouse, paired with lessons on the art of Japanese calligraphy.
- **Seville:** We hosted an intimate flamenco performance in a centuries-old palace, complete with storytelling about the dance's cultural significance.
- **Uffizi Gallery, Florence:** We secured exclusive access to this iconic gallery, guided by a curator who offered insights into the Renaissance art collections.

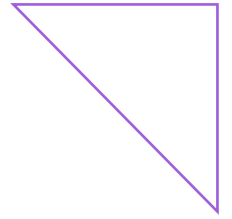
We're also available to adjust members' itineraries based on weather conditions, local events, or even their mood – ensuring a dynamic and responsive travel experience.



‘An exceptional travel service doesn’t just fulfil requests; it anticipates needs and crafts unforgettable moments. By blending structure with flexibility, it allows travellers to confidently plan the essentials, while leaving room for spontaneous, personalised experiences that elevate every journey.’



FOLLOW YOUR PASSIONS



Tell me more

As luxury travellers increasingly seek deeper, more meaningful experiences, the focus shifts from merely considering travel as a break from routine to a reflection on, and an extension of, their everyday passions and lifestyle. **The destination serves as a backdrop for a curated experience that embodies the traveller's way of life** – making the journey an integral part of their personal growth and identity.



Why is it a trend?

We've always seen different trends emerge in travel, but recent changes have been the result of a shift in mindset – **with a strong focus on sustainability and our members immersing themselves in the local culture**; a destination's history and its roots.

This philosophy was embraced by a group of members on a recent trip to Finnish Lapland, explains Ross Pakes: 'They were seeking experiences that connected them to the indigenous Sámi culture, so **we arranged for a private session with Sámi elders to learn about their traditions**, music (traditional *joik* singing), and reindeer herding practices.' He continues that another experience 'involved spending time in a remote wilderness lodge, where our members **learnt about the Finnish people's deep bond with nature**, including foraging, ice fishing, and the cultural significance of the sauna.'

How concierge services can help

Instead of choosing a destination first, **travellers begin by identifying the lifestyle experience they seek**. For epicureans, for example, trips might be crafted around gastronomic experiences and savouring local cuisine, including private cooking classes with renowned chefs, wine tastings, and farm-to-table dining. The trip might culminate in an exclusive dinner at an impossible-to-get-into restaurant, such as **Nagatacho Ohka – a highly exclusive private dining club in Tokyo's political district**. After sampling a selection from the 600 vintage vinyl records collection in the whisky bar, diners take a seat at the kitchen counter and create a bespoke menu from ingredients presented by chef Takahiro Masuda's team.



‘Luxury travel today is about more than just destinations – it’s about aligning journeys with personal values. Travellers increasingly seek experiences that reflect their passions, such as wellness retreats, culinary adventures, and artistic immersions.’

‘From private cooking classes and wine tastings to exclusive farm-to-table dining, curated experiences are designed to satisfy both the palate and the soul. This thoughtful approach enhances personal growth and redefines how travellers connect with the world through travel experiences.’
have done without you organising this trip.’



THE SOUND OF MUSIC



Tell me more

‘Gig-tripping’ took on a life of its own in 2024 thanks to the **Taylor Swift Eras Tour**, which became the highest-grossing tour on record with more than \$2 billion (USD) [2], and created a new phenomenon: Swiftonomics. Fans would travel far and wide, planning an entire trip around a Taylor Swift concert – as was the case with **some of our members, who flew from Singapore all the way to London to attend one of her concerts**. Fans would then spend on accommodation, food, transportation, and wider travel arrangements and itineraries – subsequently considerably boosting the economy of the host cities she performed in. [3]

The trend has gained significant traction, particularly among affluent Millennial and Gen Z travellers. **‘The future of luxury music travel is poised for distinctive growth’, says W Hotels senior director of global brand marketing Carly Van Sickle**. ‘In a post-pandemic world, prospective travellers are looking to embark to destinations that transcend the ordinary itinerary’. [4]

Why is it a trend?

Offering a distinctive blend of culture and entertainment, **gig-tripping is usually centred around the concert of a favourite artist.** The trip might have originated because tickets were sold out back home, or because the artist might not perform in the fan's hometown – or simply because it presents the opportunity to experience live gigs in new destinations, and to combine the trip with an extended holiday to explore a new city.

A 2023 survey conducted by GetYourGuide revealed that **45% of Americans have chosen travel destinations based on events or**

experiences. Similarly, data from Skyscanner indicated that 60% of Americans were willing to travel internationally if it meant saving money on music events, while 44% expressed readiness to take short-haul flights to see their favourite artists live. These findings underscore the growing influence of event-driven travel among consumers.

These trips aren't just exclusive to concerts, either – with **important sporting fixtures and events** such as the Olympics, World Cup, Super Bowl, and NBA Finals also see fans travel from far and wide to attend.



How concierge services can help

For Taylor Swift concerts, we organised hard-to-come-by premium seating, VIP hospitality, exclusive boxes, and more for our members. And there's more to come in 2025, as our head of entertainment Tom Miller explains: **'Gig-tripping is set to continue to grow in 2025, with the likes of Oasis, Coldplay, Usher, Beyoncé, and Billie Eilish – who proved to be our most popular artist in 2024 – all set to perform in sold-out stadiums around the world.** Tickets to these world-class acts are notoriously difficult to secure, but as a member, you have access to a certain allotment we receive, as well as VIP benefits.'

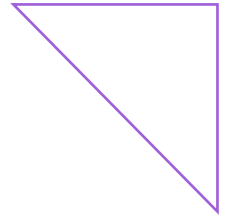




‘Cultural and artistic travel is booming, with travellers drawn to destinations such as Abu Dhabi, Tokyo, and South Africa’s Western Cape for immersive art, exhibitions, and urban explorations. Showcasing a perfect blend of culture and entertainment, these experiences create a special opportunity to discover new places while celebrating personal passions.’



THE TOP TREND DESTINATIONS IN 2025



With overtourism and climate change both increasingly pressing issues, 2025 will see **offbeat destinations and off- or shoulder-season travel** take centre stage, as Ten’s director of travel proposition, Rocco Raimondo, explains:

‘Our members are always keen to discover places off the beaten tourist path, and I can see **a growing interest in smaller – but equally appealing – European cities**, such as Basel, Turin, Bilbao, Marseille, Rotterdam, and Córdoba – as well as American cities including Baltimore.’

With 2025 set to be the most thrilling year to spot the **aurora borealis**, thanks to increased solar activity, our Travel team has also seen an uptake in travels to the North. **Greenland is becoming a Northern Lights hotspot, with Tromsø in Norway**, thanks to a brand-new airport in its capital Nuuk and new direct flights, and **Denmark's Faroe Islands** is also gaining traction.

While the Med is a region that never loses its appeal, the focus will shift from big hitters to **undiscovered Greek islands such as Milos, Naxos, and Kefalonia**, as well as mainland Greece – in particular the **Athenian Riviera, and the south of Italy**. ‘To avoid big crowds and escape the summer heat, our members tend to travel out of season, however’, says Raimondo.

In general, he notes ‘not every trip needs to be to the end of the world of course – **it's all about finding a balance** between popular hotspots and exciting new destinations.’



THE MOST ANTICIPATED EUROPEAN HOTEL LAUNCHES



Aman Rosa Alpina



Six Senses Antognolla

Characterful properties continue to thrive, with many big-name hotel groups spearheading the revival of storied European buildings. **Six Senses will open Antognolla**, a reincarnated 12th-century Italian castle in Umbria with a sustainable focus, while **Four Seasons** is taking over the iconic **Hotel Danieli** palace hotel in Venice, and in the Dolomites, the **Rosa Alpina** – first opened in 1939 – is being re-envisioned by **Aman**.

Rosewood is set to make its **Amsterdam debut** in the former Palace of Justice, overlooking the Prinsengracht canal, and **Mandarin Oriental Vienna** is taking up residence in the heart of the Austrian capital's Old Town, in a listed art nouveau building that once served as the city's commercial court.



Rosewood Amsterdam



Mandarin Oriental, Vienna



Waldorf Astoria London Admiralty Arch

In London, property developer Reuben Brothers is teaming up with Auberge Resorts Collection to launch **hotel and members' club Cambridge House at 94 Piccadilly** – once home to the Duke of Cambridge and Lord Cholmondeley, as well as the Naval and Military Club.

Reuben Brothers is also behind another prestigious project, **Waldorf Astoria London Admiralty Arch** – originally commissioned by King Edward VII in memory of Queen Victoria, the new hotel has been five years in the making, and will combine a central location with world-class dining.



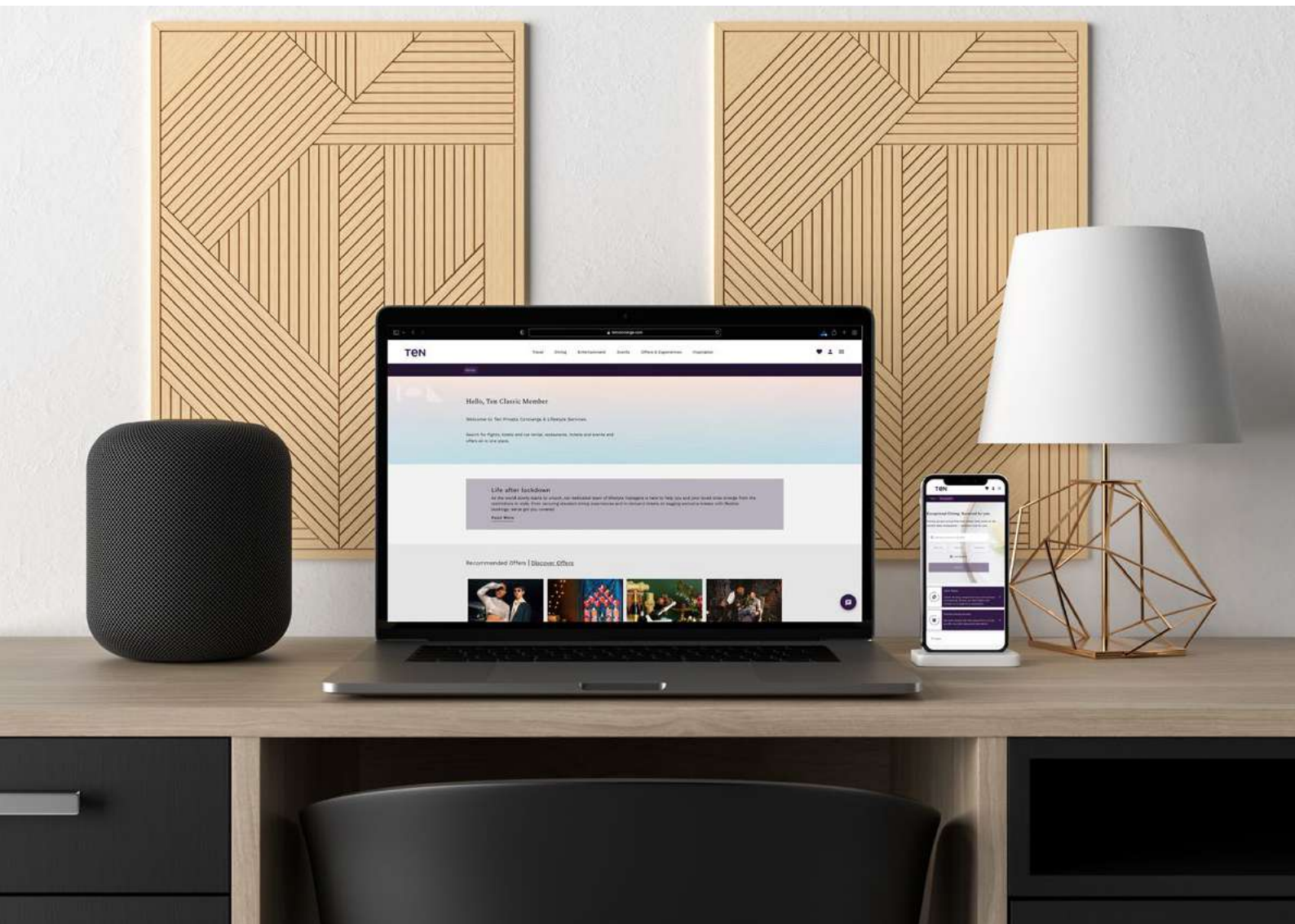
Venture beyond the ordinary

Whether you're looking for a holiday that mixes pre-organisation with spontaneous decisions, want to completely immerse yourself in a new destination, overhaul your health, or follow your favourite artists around the globe – **we make it our mission to create bespoke travel experiences that prove to be truly transformational.** With global local destination expertise, this is a 360-degree travel service like no other – contact us below for an informal chat if you'd like to know more.

[EXPLORE NEW HORIZONS](#)

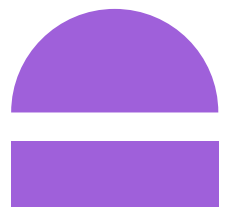
About Ten

As a world leading lifestyle management service, Ten has 25+ years of experience, a strong global team of lifestyle managers and a fully transactional digital platform. Ten works with more than 50 of the world's major banks, wealth managers, and premium brands to develop relationships with clients and their families.



Bibliography

1. **[1] Luxury Gold, 2023. Luxury Travel Trends.** [online].
2. **[2] Taylor Swift's Eras Tour Grossed \$2 Billion—Double Any Other Tour In History, Report Says.** [online].
3. **[3] Investopedia, 2023. Swiftonomics: Definition and Economic Impact.** [online].
4. **[4] Vanity Fair, 2023. Elite Music Tourism Is the Latest One Percent Flex.** [online].





Get in touch

Contact us at [**businessdevelopment@tengroup.com**](mailto:businessdevelopment@tengroup.com)
to discuss how Ten can support you or visit us at
[**www.tenlifestylegroup.com**](http://www.tenlifestylegroup.com) to find out more.