



Big Five Tours & Expeditions Announces 2025 Luxury Travel Trends and Top Destinations

Travel Advisor Booking Data with Big Five Signals that Luxury Travelers Seeking Authenticity and Sustainable Adventures are More Intentional, are Driving Demand for Personalized Slow Travel Experiences and Looking to Engage in Meaningful Cultural Exchange

November 20, 2024; Stuart, FL – [Big Five Tours & Expeditions](#) (Big Five), a leader in luxury and sustainable travel experiences and regional member of the World Travel Tourism Council (WTTC), today announced its 2025 luxury travel forecast, featuring emerging trends that reflect a shift in how travelers plan, engage, and experience the world. With more travelers embracing immersive and sustainable practices, Big Five’s insight into 2025’s top trends and destinations, via luxury travel advisor bookings, provide a glimpse into the future of luxury exploration.

2025 Luxury Travel Trends

In 2025, discerning travelers are showing a clear preference for high-end experiences that offer both depth and purpose. Big Five Tours & Expeditions has identified four key trends shaping luxury travel:

- **Ethnimpact:** Travelers are increasingly drawn to destinations where they can engage in authentic cultural exchanges and embracing their beliefs in social responsibility. Private artisan and maker tours in Medellin, culinary adventures with upcoming chefs in Cape Town, and interactions with local communities are part of Big Five’s approach, designed to deepen connections with the places and people that define a destination and ensuring that guests are able to leave a place better than when they arrived.
- **Rise of Intentionalism:** With sustainability at the forefront, luxury travelers are prioritizing eco-conscious choices. Big Five emphasizes high-end accommodations and experiences that support environmental preservation and community development, ensuring guests can travel responsibly while indulging in comfort.
- **Offgrid, Removed and Remote:** Moving away from rapid itineraries, Big Five is defining “slow travel,” encouraging guests to fully immerse themselves in each location through personalized luxury travel experiences. In 2025, this means fewer destinations with extended stays, giving travelers time to savor every detail and embrace a mindful approach to their journeys.
- **Aheadcations:** As 2025 approaches, the trend toward longer planning windows is clear with guests planning as far out as Q3 2026.

“Currently, most of our guests are booking between three to six months in advance, with a growing trend towards planning a year out. We have some guests planning for travel in Q1 2025, and some guests planning for travel Q3 2026. This is an ongoing trend toward seeing longer lead times as we head into the new year,” says Ashish Sanghrajka, President of Big Five Tours & Expeditions.

“While geo-political and economic uncertainty exists, including in our own backyard, demand remains strong. There has been a paradigm shift, away from making up for lost time, to creating new time with purpose. We are no longer in revenge travel mode. We’re in responsible travel mode, a space we call home.”

With these trends, traveler preferences in mind and leveraging advanced bookings as of October 2024 and looking 6 months out, Big Five has identified the **Top 10 Destinations for 2025** that will meet the demand of luxury travelers seeking tailored experiences that dive deep into a country, its people and its traditions.



1. **Peru** – Guests can explore Peru’s ancient treasures, including the Sacred Valley and the mesmerizing Amazon rainforest, with exclusive access to remote lodges and authentic cultural experiences. Big Five has new programs on the horizon that will go beyond Machu Pichu and provide access to new areas in the country’s [Northern Region](#).
2. **Argentina** – With the open skies agreement Big Five anticipates interest in more uncommon combinations within Argentina as access to airports beyond Buenos Aires opens up. We are also working on [new programs](#) that will allow to fold in a different mix of countries with a trip to Argentina, like a combination with Paraguay.
3. **Chile** – Known for its stunning Atacama Desert and southern Patagonia, Chile offers Big Five guests both rugged adventure and refined eco-luxury with access to sustainable lodges and local interactions. [Northern Patagonia](#) has several locally owned lodges that will further enhance tourism experiences in the destination, ensuring that travelers who choose Big Five are staying at accommodations and enjoying experiences that are that are community driven and enhance the destination’s tourism ecosystem.
4. **Kenya** – Kenya’s vibrant ecosystem and wildlife draw luxury travelers to Big Five’s conservation-focused safaris, with private access to the Masai Mara and community-driven experiences in Samburu. However, with Big Five’s deep history – being founded in Kenya – experiences they are offering and demand that currently exists is shifting to people wanting to connect with the culture and people as a primary priority with visits to communities in the [Northern Rangelands Trust](#) which also allows for stays at sole use lodges, experience led tourism providing options beyond the wildlife or a reason to return to Kenya after a bucket list wildlife experience.
5. **South Africa** – With curated wine and culinary experiences in Cape Town and the exclusivity of private safari reserves, South Africa stands out as a luxurious blend of culture and adventure for many. However, Big Five allows travelers to steer away from the well-known reserves and into the lesser-known. Also, cultural experiences are on the rise through experiences told through South African street food or through music in local musicians’ homes who preserved their trade despite the challenges of the past few years (impacts of the pandemic).

Additional top destinations for 2025 include: [Colombia](#), [Tanzania](#), [Egypt](#), [Brazil](#) and [Japan](#).

2025’s top destinations and travel trends underscore Big Five’s commitment to offering journeys that blend indulgence, authenticity, and sustainable practices. Travelers can look forward to bespoke experiences that reveal the beauty of our world while supporting the people and ecosystems that make it so exceptional.

For more information on Big Five, their commitment to community-conscious travel or the programs they offer around the world, please visit www.bigfive.com.

For access to images, [click here](#).

(Credit: Big Five Tours & Expeditions)

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About Big Five Tours & Expeditions

Founded in Kenya in 1973 by the late Mahen Sanghrajka, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to 44 destinations worldwide. Big Five has been recognized by the travel industry for its sustainable tourism commitment and recently gained regional member designation to the WTTC allowing the brand to further expand its impact on a global scale by supporting SMEs around the world. For more information about Big Five’s customized journeys, visit bigfive.com.