

## Virtuoso Travel Experts Reveal Their Favorite Cruises And Hotels For 2025

By: Jim Dobson

In celebrating the global luxury industry, travel network Virtuoso has revealed the nominations for its 2025 Best of the Best awards at this year's Virtuoso Travel Week held in Las Vegas this month. Now in its 37th year, the prestigious event celebrates top travel advisors, agencies, and preferred partners across the luxury sector.

Selected through a network-wide survey of top travel agencies, the nominees represent a curated list of Virtuoso's most prestigious collaborators. More than 12,000 travel advisors vote to determine the winners across multiple categories, including Most Innovative Experience and Best Achievement in Design.

While the nominations naturally reflect the preferences of Virtuoso's internal network, they offer a view of what's trending in high-end travel. Last year's shortlist notably excluded U.S. properties in the Best New Hotel category, despite several high-profile debuts, while Italy took over the spotlight with most entries in the Best Hotel category. This year's nominations present a more globally balanced lineup.

### Best Independently Operated Hotel

In an effort to open up the selections, the nominations this year separated the best hotel categories with boutique properties listed apart from Best Brand Hotel. Several of the properties in this category have been previously nominated for Hotel of the Year including Passalacqua in Lake Como and The Dewberry Charleston in the U.S.

Eden Roc Cap Cana in Punta Cana rounds out the list of famed properties including Palazzo Margherita from Francis Ford Coppola in Bernalda, and The Place Firenze in Florence.

### Hotelier Of The Year

This award recognizes a hotel manager or owner who demonstrates leadership and vision, an appreciation for detail, and an engaged commitment to the Virtuoso travel network.

Silvio Vettorello, General Manager at Grand Hotel Tremezzo & Passalacqua in Italy (Owner Valentina de Santis won this category in 2022)

Claudio Meli, General Manager at The Place Firenze in Italy (nominated in 2023)

Christopher Southwick, Owner of Royal Davui Island Resort in Fiji

Danilo Guerrini, General Manager of Borgo San Felice Resort in Italy

Victorio Gonzalez, General Manager of Montage Big Sky in Montana

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This year's list of nominees offers a look into Virtuoso's take on the pinnacle of luxury travel as well as offering a preview of where the industry is headed. According to Virtuoso advisors, travelers in the coming year are seeking cold weather escapes, solo cruise adventures, wellness retreats to recharge, TikTok-inspired destinations, and immersive culinary experiences that go beyond fine dining.