TRAVELAGE WEST

What Is City-Maxxing? Here's What to Know About the New Travel Trend Created by the Ultra-Rich



Luxury travelers are combining several destinations via private aviation or luxury rail.
Credit: 2026 Belmond

If maxxing refers to optimizing or maximizing a particular aspect of life, "city-maxxing" or "destination-maxxing" is curating itineraries that optimize the travel experience.

Among the latest luxury travel trends revealed at the 38th annual Virtuoso Travel Week is city-maxxing or destination-maxxing, meaning longer itineraries that combine several destinations, often via private aviation or luxury rail journeys. Some high-value travelers, Virtuoso reports, are even combining cities in diverse regions such as Singapore, London and New York in a single trip.

Other travel trends also lend to the rise in destination-maxxing. For example, 66% percent of U.S. travelers are prioritizing bucket-list or once-in-a-lifetime trips. Beyond the U.S., 30% of global travelers are booking fewer trips, but the trips they are booking are longer or higher-quality. Both traveler behaviors lend themselves to destination-maxxing.

Virtuoso's data also shows that younger travelers are particularly keen on city-maxxing itineraries, with private jet requests from millennials (ages 27 to 42) 6% higher than the global average.



Private jet requests from millennials are 6% higher than the global average.
Credit: 2026 Wheels Up

"City-maxxing fits naturally with how Evoke | Inspire approaches travel," said James Kareka, vice president and managing director of trade brands at Evoke | Inspire. "We've built our portfolio to support the way people are traveling today, including private aviation options and point-to-point rail journeys across Europe. It's less about seeing more, and more about experiencing a place in a richer, more authentic way."

Where Are Travelers Destination-Maxxing?

According to Virtuoso, the superstar of this trend is Italy, with Italian cities — including Rome, Florence and Venice — appearing in 40% of multi-city itineraries, most often combined with destinations in France. Other popular destination-maxxing pairings include France and the U.K., and Italy and Switzerland.

Beyond country and city pairings, clients can use the same maxxing strategy to visit multiple properties within one luxury hotel brand.

One example is the Serras Collection, which enables advisors to curate a multi-stop Spanish itinerary where clients can discover several destinations in a single journey, including Serras Barcelona, Serras Andorra and Serras Sevilla (opening September 2026).

"With the opening of Serras Sevilla this September alongside our properties in Barcelona and Andorra, we are uniquely positioned to help guests discover different facets of the region," said Ona Matas, chief strategy officer of Serras Collection. "As a locally rooted hospitality brand, we're able to connect guests with the authentic character of each destination through experiences that extend beyond the traditional itinerary."



The Serras Collection enables advisors to curate a multistop Spanish itinerary within one hotel portfolio.
Credit: 2026 Serras Sevilla

For city-maxxing in the U.K., the Edwardian Hotels London collection includes The Londoner in London's West End — dubbed the world's first super boutique hotel — and The Edwardian Manchester, allowing clients to experience two iconic English cities within the same hotel portfolio.

"We're seeing more travelers look beyond a single-city stay to experience a country more fully," said Hasnain Alloo, executive vice president and commercial director for Edwardian Hotels London. "Staying within the Edwardian Hotels London portfolio offers guests a sense of familiarity and seamless service while allowing them to experience the distinct character of each destination."

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Clients who stay at both The Londoner and The Edwardian Manchester will experience two of England's iconic cities.
Credit: 2026 The Edwardian Manchester

Luxury representation company Calliope Collective also urges advisors to pair complementary experiences rather than sticking to a single destination.

“It's not one hotel for a week anymore,” said Marie Chawke, director of global sales for Calliope Collective. “It's a curated journey through three or four, each one a different chapter, and sometimes without ever setting foot in a commercial terminal."

Private Aviation

It’s no secret that commercial air travel has become fraught, so it’s no surprise travelers are turning to private aviation to ensure they spend valuable vacation time on vacation instead of getting to their destinations.

"Private aviation has completely changed the math for our clients,” said Chawke. “We're seeing more of them fly directly into the destination, but it doesn't stop once they've landed.”

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Calliope Collective arranges private helicopter transfers between five-star properties.
Credit: 2026 Gabriel Le Naour/Pixabay

According to Chawke, Calliope Collective is also arranging private helicopter transfers between five-star properties in Ireland—such as K Club in County Kildare, The Europe Hotel & Resort in County Kerry and Dromoland Castle in County Clare — while chauffeured cars can transport travelers from Palazzina Grassi in Venice to Rosapetra in the Dolomites and onto Interalpen-Hotel Tyrol in Austria.

Europe isn't the only region where travelers are destination-maxxing, notes David Holtz, chief operating officer of Wheels Up; the Caribbean is also well-suited to private aviation transfers between islands.

"Looking ahead to fall and winter, Wheels Up has seen significant year-over-year growth in travel to the Caribbean," he said. "We're seeing travelers look beyond a single destination, increasingly using private aviation to make more of their time in the region island-hopping and accessing harder-to-reach destinations."

Luxury Rail Journeys

While many destination-maxxing itineraries incorporate private flights, luxury rail journeys can further optimize a vacation by making the time between destinations part of the experience instead of an intermission.

"For travel advisors looking to embrace the art of destination-maxxing, our trains make the journey part of the destination, combining multiple locations with immersive cultural and local experiences," said Pascal Deyrolle, area managing director of trains in continental Europe for Belmond.

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Many travelers may not know that the iconic Venice Simplon-Orient-Express goes beyond its classic Paris-to-Venice route, with longer itineraries such as Istanbul to Paris. In the U.K., the Royal Scotsman journeys through the Highlands, lochs (lakes) and countryside, while the Britannic Explorer departs London for journeys through Cornwall, the Lake District and Wales. The Eastern & Oriental Express travels between Singapore and Malaysia, offering a unique perspective on Southeast Asia.

"Together, these journeys offer clients a way to experience more of a destination, without simply travelling through it," Deyrolle said.



Luxury rail journeys optimize a vacation by making the time between destinations part of the travel experience.
Credit: 2026 Belmond

In 2026, Belmond introduced the new Villeggiatura by Train series, linking the Venice Simplon-Orient-Express with Belmond's hotels. One of the newest additions is a journey to the Amalfi Coast, combining the signature experience aboard the Venice Simplon-Orient-Express with a visit to Pompeii and a stay at Caruso, a Belmond Hotel, Amalfi Coast.

"Our focus remains on creating more immersive and enriching itineraries, while giving guests the opportunity to experience destinations in a truly distinctive way," Deyrolle said. "Whether traveling on one of our iconic trains, cruising on one of our floating villas, or staying at a storied property, we always encourage guests to slow down, immerse themselves in their surroundings and appreciate the moments in between."

By train, private jet, helicopter transfers or even chauffeured cars, destination-maxxing offers luxury travelers an opportunity to make the most of precious vacation time. Multi-city and even multi-country affairs, when coupled with luxury hotel collections and efficient transfers, have the potential to transform trips into unforgettable experiences.