



i e i o

The best countries to visit in 2025 to discover enthralling history, rich culture, epic landscapes and divine cuisine



Written by

ALEX MALCOLM

For those of us who endeavour to see as many of the world's wonders as possible, seek out new experiences whenever we can and leave a positive impact in each destination we visit, every year brings new opportunities for exploration. As we consider where to go in 2025, our experts are perhaps more excited than ever for the wealth of experiences that await.

This year we're zeroing in on alternative destinations that will take you off the well-trodden track in countries such as [Argentina](#) and [Mongolia](#). We're dreaming of sumptuous stays at brand new – and newly reopened – hotels and lodges in [New Zealand](#) and [Morocco](#). And we're finding fresh ways to experience legendary sites like [Machu Picchu](#), while broadening our horizons in new (to Jacada) destinations like [Romania](#) and [Georgia](#).

We're also paying special attention to conservation projects, environmental initiatives and sustainability efforts that aren't just words on paper, but tangible commitments transforming what it means to travel responsibly. This is exemplified by our [Positive Impact Collection](#), where we highlight hotels, camps and lodges that are making a real difference.

This year we're showcasing places that combine unforgettable experiences, spectacular sights and meaningful engagement with the world around you – a trifecta that creates the best luxury travel the world has to offer. With all of that in mind, here are the best places to visit in 2025.



Georgia

We were delighted to start offering trips to [Georgia](#) for the first time this year. This genuinely fascinating country has one foot in Eastern Europe and the other in Asia, set apart by its cultural fusion, eclectic architecture, distinctive cuisine and intriguing history. Then of course there's the stunning natural beauty of its craggy peaks, verdant valleys, glassy lakes and ancient vineyards.

Georgia has a well-earned reputation among oenophiles. It's known for its amber wines – named for the orange colour imparted by fermentation with the grape skins – and traditional clay vessels called *qvevris*. The [Kakheti Wine Region](#) offers plenty of top-notch hotels, including the absolutely exquisite [Tsinandali Estate](#).

Need to know: We love private gallery tours in Tbilisi led by artists Nino Kipshidze and David Sulakauri, and qvevri-making demonstrations by UNESCO-recognized artisans in Kakheti.

EXPLORE CLASSIC GEORGIA



India

If you want to see big cats in the wild, [India](#) is calling your name. In 2025 you can embark on new adventures in Assam, including a private cruise through Kaziranga National Park – home to both Bengal tigers and rhinos. [Suján Jawai](#) and [Sher Bagh](#), both in our [Positive Impact Collection](#), are still among the world's best places to see wild leopards and tigers respectively.

Our team has also been hard at work on research expeditions from [southern India](#) to its northernmost reaches. They're singing the praises of [Brunton Boatyard](#) and [Vismaya](#) in Kerala and luxury trekking in [Ladakh](#) and Sikkim; try the [Shakti Ladakh Village Experience](#) or Sikkim Village Walk for an entirely immersive journey through the Himalayas and the Indus River valley.

Need to know: The world's largest museum is set to open in [Delhi](#) in 2025. Expected to be about twice as large as the Louvre, it will cover five millennia of Indian history and heritage.

TAKE A GRAND TOUR THROUGH SOUTHERN INDIA



Zambia

Even seasoned safari-goers will find something to take their breath away in [Zambia](#). This landlocked country is far less visited than some of its neighbours, allowing it to maintain a singular sense of authenticity. Along with firm favourites like [Wilderness Busanga Bush Camp](#) and [Shumba Camp](#) in [Kafue National Park](#), we're looking forward to new launches in 2025.

Anantara Kafue River Tented Camp is slated to open early in the year, with 12 lavish tents set right on the riverbanks. Plus, the domestic airline Proflight Zambia is adding new routes that will facilitate access to all of the country's fantastic national parks, including [South Luangwa](#), [Lower Zambezi](#) and [Mosi-oa-Tunya](#) (Victoria Falls).

Need to know: There's no better way to truly appreciate Zambia's beauty than on a [walking safari](#). One option is to begin at [Wilderness Toka Leya Camp](#) and end at [Chinzombo Lodge](#), with plenty of chances to see astonishing animals along the way. Speak with our travel designer [Jamey](#), and ask about his in depth research trip to the region.

A WALKING SAFARI THROUGH ZAMBIA



Portugal

Although [Portugal](#) has always had plenty to offer – think vibrant cities, endless coastlines and world-class wine – in recent years it's really started to stand out in terms of accommodation.

We recommend a stay at the recently opened [Herdade da Malhadinha Nova](#), a rustic yet elegant collection of suites and villas that are fully integrated into the [Alentejo](#) countryside. They operate a biodiversity regeneration programme to protect the surrounding ecosystem and the endangered bird species that call it home. It calls to mind another of our Positive Impact properties in Portugal: [Six Senses Douro Valley](#), which is also committed to preserving the surrounding woodland (and remains among our top recommendations for 2025).

Need to know: The best place to go in Portugal depends largely on the time of year you're travelling; Alentejo is lovely in spring, while the [Douro Valley](#) is at its most magical in autumn.

EXPERIENCE PORTUGAL'S HIGHLIGHTS



Peru

The southern Peruvian Andes are home to some truly divine destinations, and we're looking forward to visiting them all aboard the [Belmond Andean Explorer](#) in 2025. This opulent train connects [Cusco](#), [Arequipa](#) and Puno with various itineraries; at either end of the journey you can stay at [Cirqa](#) in Arequipa or [Titilaka](#) on the shores of [Lake Titicaca](#).

A short train trip away from Cusco you'll find [Inkaterra Machu Picchu Pueblo Hotel](#), which belongs to the world's first climate positive hotel brand and is the perfect place to post up while visiting [Machu Picchu](#). Another of our favourite properties is [Posada Amazonas](#) in the [southern Peruvian Amazon](#)'s Madre de Dios, which invests 75% of its profits back into the local community.

Need to know: Machu Picchu recently became the first certified carbon-neutral tourism destination on earth, and local organisations (including Inkaterra) are working toward the goal of zero net emissions by 2050.

EXPLORE PERU, AND BEYOND



Mongolia

This is the first year that we'll offer trips to Mongolia: a country that welcomes far fewer visitors than most other destinations, lending it a sense of calm and cultural authenticity that's increasingly rare. In 2025, set off on an adventure to spot wild takhi horses, golden eagles and snow leopards; see amazing dinosaur fossils and dig sites; and learn about nomadic ways of life.

Our travel designer Jack returned from Mongolia with stories of luminous sunrises in the Gobi Desert, wide open spaces galore, visits to the ancient ruins of Karakorum and memorable interactions with local craftspeople, calligraphers and palaeontologists.

Need to know: The best time to visit Mongolia is from roughly the third week of June to the end of August, although the Golden Eagle Festival in September is also worth seeing.

A FAMILY ADVENTURE THROUGH MONGOLIA



Namibia

When our travel designers [Jody](#) and [Emily](#) got back from [Namibia](#), they couldn't stop talking about their stay at [Wilderness Serra Cafema](#) and the unforgettable experience of meeting members of the Himba community. [James](#) has also been exploring Namibia to scope out the completely rebuilt [Wilderness Desert Rhino Camp](#) in [Damaraland](#). Revelling in its renewed luxury, the elegant, spacious tented suites, private stargazing deck and celebrating the camp's incredible rhino conservation achievements.

Only a few of the country's many lodges take full advantage of its rugged beauty and remote outposts. In 2025 we're also excited to return to [Wilderness Doro Nawas Camp](#) in Damaraland, [Wilderness Little Kulala](#) in [Sossusvlei](#) and [Wilderness Hoanib](#) on the [Skeleton Coast](#) - each of which boasts truly striking scenery that's unlike anywhere else on earth.

Need to know: If you've already been on safari and are looking for a new experience in 2025, Namibia's unmatched seclusion and exclusivity could make it the perfect choice for you.

GO ON A NAMIBIAN SAFARI



New Zealand

We probably don't need to convince you that [New Zealand](#) is worth visiting, but we're especially excited to introduce some sensational new hotels and experiences for 2025. First and foremost, the renowned [Huka Lodge](#) (located in [Taupō](#) on the [North Island](#)) will be open again after an extensive refurbishment, ushering in a new era at this 100-year-old luxury property.

A much newer – but no less impressive – option is [Flockhill Lodge](#) on the [South Island](#), where you'll be invited to simply sit back and relax amid the serene landscapes of the Southern Alps. Accommodation aside, we can't wait to take you along the Pounamu Pathway, which links four destinations on the island's [West Coast](#) and brings Māori culture and history to life.

Need to know: The Pounamu Pathway also provides a digital experience where cultural stories are told through immersive technology. By visiting one of the four centres you can experience battles, meet warriors, ancestral legends and even view stunning (artificially generated) landscapes, a great experience for all ages.



Romania

In 2024 we introduced trips to a new destination in Eastern Europe: Romania, a land of magnificent history and enthralling traditions. In addition to its beautiful mountains and ancient forests, this country also offers a wealth of cultural experiences. In 2025, look out for the Transylvania International Film Festival, the Smida Jazz Festival and many other events.

Another aspect of Romanian culture that can't be overlooked is its cuisine. Incorporating influences from Greece, Turkey, Germany, Hungary and other surrounding countries, it highlights hearty meat dishes, artisanal cheeses and locally made wines. We can arrange custom tours of vineyards, herb gardens, street food spots and hidden cafés in Bucharest and beyond.

Need to know: Romania is relatively new on the international travel scene, which makes hotels like MATCA – a sublime sanctuary set in two traditional farmhouses – all the more special.



Brazil

In 2025, we'll invite you to venture beyond Brazil's big cities to discover its rural retreats and wildlife havens. First up: Ibitipoca, a gorgeous national park just three hours inland from the spirited streets of Rio de Janeiro. Stay in the restored farmhouse of the Ibiti Project, one of our newest properties in the Positive Impact Collection.

Another recent addition to the collection is Caiman, a lodge and private villa in the wildlife-rich Pantanal wetlands. For a laidback beach getaway, head to the charming coastal village of Trancoso and the colourful *casas* of Uxua. And if you've always dreamed of exploring the Amazon, Cristalino Jungle Lodge is the place to do it – both comfortably and responsibly.

Need to know: If you want to see jaguars, one of Brazil's Big Five, the best time to visit the Pantanal is from July to September. You can also combine this off-the-beaten-track destination with 2–3 days in Rio de Janeiro or São Paulo to see different sides of this diverse country.

OUR HIGHLIGHTS OF BRAZIL



Vietnam

The future of luxury travel in [Vietnam](#) is bright. The recently opened [Jiva Hoa Lu Retreat](#), built in the style of a traditional village in [Ninh Binh](#), is at the top of our list for 2025. We also love the mountain oasis of [Avana Retreat](#), which utilises ancient sustainable construction methods and is highly involved with local reforestation efforts in the [northern highlands](#).

For a secluded seaside escape, it's hard to beat [Bãi San Hô](#) in [Quy Nhon](#). And if you want to explore the [Mekong River](#) in style, [Aqua Mekong](#) offers a luxurious and immersive experience. This luxury vessel will take you through the rural beauty of both Vietnam and [Cambodia](#), including excursions to villages, jungle treks and onboard cuisine by a Michelin-starred chef.

Need to know: The best time to cruise the Mekong for onshore cultural activities is during the dry season, December to February when the river's water level is at its lowest. Follow the chef through Sa Dec market, famous for its flowers, and then visit the small village of My An Hung to try fresh fruits and listen to traditional folk songs.



Kenya

There's no shortage of renowned safari destinations in [Kenya](#) – starting with the majestic [Maasai Mara](#) and the annual [Great Migration](#) that passes through it. But in 2025 we recommend getting a bit farther off the beaten path with trips to lesser-known regions in this East African wildlife haven: places like [Lewa](#), [Samburu](#), [Solio Private Reserve](#) and [Amboseli](#).

In the high-altitude [Laikipia](#) region, [Governors' Mugie](#) promises a phenomenal family getaway with activities for all tastes – from lion tracking to canoe trips. We're also sure that you'll love new luxury camps like [Angama Amboseli](#) (heaven on earth for elephant lovers) and the upcoming Suyian Lodge (which is designed to blend into the granite kopjes of the Suyian Conservancy).

Need to know: Experience non-traditional, niche and bespoke travel experiences by following the K9 anti poaching unit at Governors Mugie. Or, stay at [Sarara Camp](#) and visit the Reteti Elephant Sanctuary to learn about elephant release strategy.



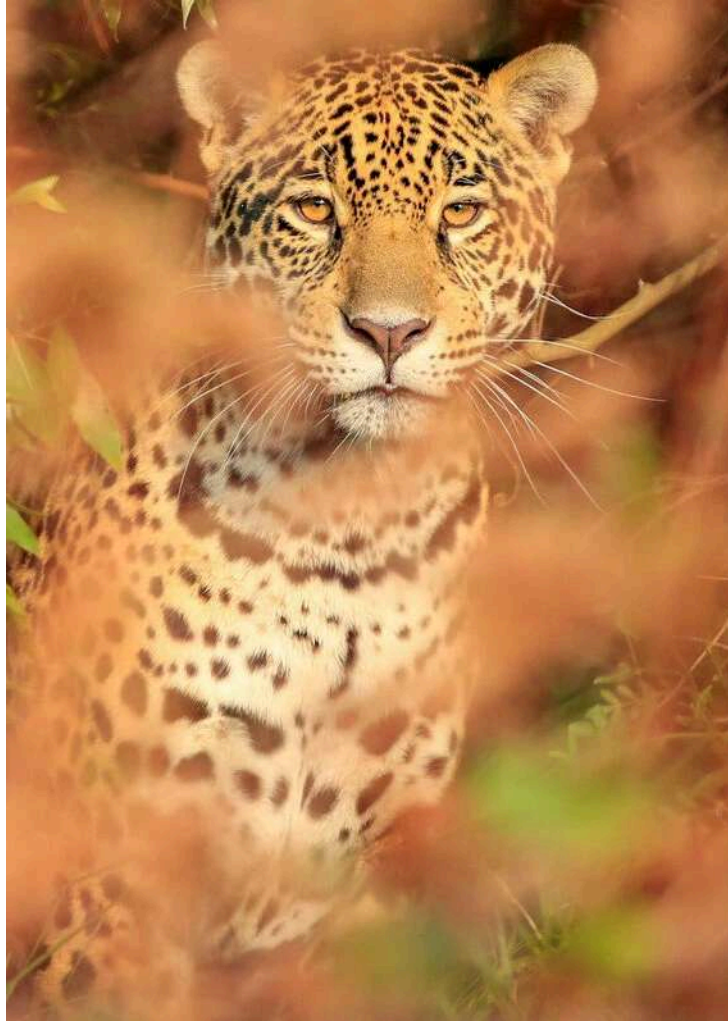
Scotland

In [Scotland](#), our team of travel designers have spent the past months seeking out new experiences and deepening their relationships with local guides. The result is a selection of one-of-a-kind tours and meaningful connections – whether you’re learning about local legends from expert storytellers or enjoying a private visit to the esteemed Johnstons of Elgin textile mill.

In 2025, we’ll invite you to visit lesser-known regions like Ayrshire (the ideal home base from which to explore the [Scottish Islands](#)), [Aberdeenshire](#) (which has more castles than anywhere else in the United Kingdom) and Moray and Speyside (fantastic for lovers of whisky, wildlife or both). Each area has its share of luxe hotels: Glenapp Castle, the [Fife Arms](#) and Rothes Glen are a few top picks.

Need to know: We’re paying special attention to people- and planet-positive experiences in the [Highlands](#), [Lowlands](#) and islands: for example, e-bike tours, guided hikes and visits to conservation sites like the Dundreggan tree nursery.

HISTORY AND HIGHLANDS IN SCOTLAND



Argentina

Argentina is the sort of place where you can always discover something new – even if you’ve already been there dozens of times. Our travel designer Lily recommends the Iberá Wetlands, which has recently earned recognition for its successful reintroduction of native jaguars, as well as the rugged Altiplano in the northwest.

Farther south, we also highly suggest delving into the Lake District and the smaller towns of Argentine Patagonia, including Villa La Angostura and San Martín de los Andes in the Neuquén Province. Travel between them on the stunningly scenic Seven Lakes Route, which features not only its eponymous lakes but also lush forests and two different national parks.

Need to know: More than 90% of Argentina’s population resides in urban areas – especially Buenos Aires – which means that its rural regions are delightfully uncrowded. The Ibera Wetlands are a great example of this, a place that saw jaguars first released in 2021, a current population of 20 adults and where more than 100 jaguars are predicted to be thriving within the next 10 years.



Italy

There's nothing new about the allure of Italy, but with so much striking scenery and cultural diversity packed into this peninsula, there's always something new to discover. In 2025, set your sights on Sardinia (a Mediterranean idyll with spectacular luxury hotels) and Puglia (for outdoor adventures and culinary experiences galore).

As for accommodation, we'd be remiss not to mention Six Senses Rome – a recent addition to our Positive Impact Collection – which uses only renewable energy and carries out social impact projects and restoration initiatives across the capital. Borgo Pignano in Tuscany also stands out for its use of solar power, eco-friendly building materials and locally sourced ingredients.

Need to know: If you're visiting Italy during the perpetually popular summer months, we suggest heading north to less-frequented – and cooler – areas like Piedmont and the Dolomites.

A GRAND TOUR OF ITALY



Panama

Our [Latin America](#) travel designers are just back from research trips to [Panama](#), and ready to share their insider tips and local recommendations. Destination experts Berni and [Delfina](#) have been busy exploring [Panama City](#)'s winding lanes, gliding across glittering waters to deserted islands and meeting resident pods of dolphins.

Follow in their footsteps in 2025 with a stay at the secluded [Islas Secas](#): an idyllic private island resort off the Pacific coast where you'll have your own dedicated guide. We also highly recommend pairing Panama with a trip to the dense jungles of neighbouring [Costa Rica](#), where you'll find hotels that prioritise sustainability through renewable energy, reforestation, organic farming and community empowerment initiatives.

Need to know: Plan your adventure to Panama and Costa Rica during the relatively quiet green season (May–November) for a more exclusive and lower-impact experience – as well as abundant wildlife.

THE WONDERS OF PANAMA AND COSTA RICA



Morocco

In Morocco, 2025 will be a year of innovation and expansion. First and foremost, the much-anticipated reopening of Kasbah Tamadot in the High Atlas Mountains is set for October 2024. But it's far from the only property to pique our interest; there's also the Four Seasons Hotel Rabat, a dreamlike 'palace by the sea' that will open its doors in the same month.

If you're travelling before then, consider the recently opened Royal Mansour Casablanca or IZZA, a modern riad in Marrakesh's medina. During your trip you can explore the MAP Museum's exhibits of fine objects and garments, learn how to make traditional jewellery, practice calligraphy at an ancient library or speed through the streets in a vintage sidecar.

Need to know: Take on active and fun adventures in Marrakesh on motorbike and vintage sidecar city discoveries. Then, roll up your sleeves for a hands-on culinary cooking classes.

JOURNEY FROM SEA TO SKY IN MOROCCO



Iceland

Iceland is in a league of its own when it comes to exciting outdoor adventures. If you're hoping for some thrills in 2025, follow the advice of our travel designer Dan; hop on a snowmobile to zoom across Langjökull glacier or board a Super Jeep to navigate the mountains of Thórsörk. We highly recommend exploring the raw volcanic beauty of Fjallabak Nature Reserve this year as well.

In March 2025 the five-star Höfði Lodge will open its doors, offering a truly remote adventure experience in the north. And while Kerlingarfjöll Highland Base has been open for a couple of years, its new geothermal spa has put it on our radar once again. You can also stay in one of the many secluded private villas scattered across the country.

Need to know: Iceland is an excellent place to escape the summer heat of more southerly destinations. June–August bring pleasantly cool temperatures of around 10–15°C (50–59°F).

GLACIERS AND NORTHERN LIGHTS

Ready to start planning your 2025 adventure?

Whatever you want from your next trip, our team of expert travel designers are ready to help

CALL 646-895-8368

OR

START PLANNING

Luxury accommodation

There are many incredible places to stay around the world in 2025. Here are some of our favourites, handpicked by our travel designers:



Wilderness Desert Rhino Camp

You'll find Wilderness Desert Rhino Camp in a wide valley, nestled amid the undulating hills of the 450 000-hectare Palmwag Concession. This tranquil area is recognised for its minimalist beauty and the large range of desert-