



NEW! What's Virtuoso Ultraluxe? Think: absolute most elevated, one-of-a kind travel destinations and experiences. This exclusive portfolio includes primarily private travel services – jets, yachts, islands, villas, and more – all with superior exclusivity. Virtuoso will curate participants based on strict, by-invitation-only criteria.

PARTNER PARTICIPATION CRITERIA

BASIC REQUIREMENTS

Must satisfy one to qualify

- Unparalleled Privacy** - Completely private getaways for those seeking discreet experiences or the ultimate in rest and relaxation. Destinations include islands, yachts, and villas, castles + palaces.
- World-Class Service** - End-to-end travel services that offer outstanding client convenience. Examples include private airport lounges, concierges, and short-hop transfers via helicopter.
- Elite Travel** - Elevated and uncommon luxury travel modes. Non-commercial, branded private transportation such as private jets, cruise lines, and tour operators that offer limited availability. May combine private air travel with cruising and on-land experiences.
- Superior Exclusivity** - Cosmopolitan destinations with A-list level accommodations. Villas or Penthouses that are standalone, or part of a resort or cruise company's hotel or real estate development strategy. Must offer dedicated sales and marketing efforts for this segment of the business.
- Privileged Access** - Rare insider opportunities not available to the public. These extraordinary experiences are offered by on-sites or concierges who know how to make anything happen – at events, concerts, museums, restaurants, residences, and retailers. Examples include backstage access, celebrity introductions, closure of the facility for private viewing, etc.

AND

- Virtuoso Amenity** - Partners must offer a value-added amenity (if not already provided).

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