



VIRTUOSO.
SPECIALISTS IN THE ART OF TRAVEL

VIRTUOSO® ANNOUNCES PLANS FOR INTERNATIONAL EXPANSION

Luxury Travel's Leading Network Unveils Its Strategy for Recruiting European Travel Agencies

BERLIN (May 1, 2014) – Virtuoso®, the luxury travel network renowned for creating exceptional experiences, has announced its strategy to enlist agencies within Europe, adding to the list of 20 countries where it already has travel agency members. Travel agencies that reflect Virtuoso's commitment to providing upscale, experiential travel and superlative service can now raise their hands for consideration as Virtuoso plans to accept **expressions of interest** from agencies throughout Europe.

As is standard practice for this by-invitation-only organization, Virtuoso will vet interested agencies and accept those that represent the best in their given market based on industry reputation as well as luxury product quotient and sales. Agencies that affiliate with Virtuoso benefit from aligning with the industry's most respected and established network.

"We look forward to teaming up with like-minded organizations to further our brand in Europe," says Matthew D. Upchurch, Chairman and Chief Executive Officer for Virtuoso. "Much like we've done in other new markets we've entered, be it Australia or in Latin America, we have drawn upon the expertise of our members to help establish our value to the customer. Co-creation is at our core and as we accept agencies within Europe, we will work together to establish an umbrella brand that unifies our affiliated agencies and strengthens their individual brands."

One of the biggest draws for agencies may be Virtuoso's impressive portfolio of preferred travel providers – more than 1,700 worldwide – that offer affiliated agencies competitive advantages. Clients of Virtuoso agencies receive personalized experiences, exclusive access and enhanced amenities not available through other channels. Additionally, the network's annual meetings and conferences, which are only open to network associates, allow travel advisors to form personal relationships with the top-level executives of these premier travel companies. These carefully cultivated relationships result in recognition and VIP treatment the world over for Virtuoso guests.

Virtuoso counts 340 agencies with more than 620 locations throughout North and South America, the Caribbean, Australia and New Zealand amongst its membership. All told, that represents more than 8,900 travel advisors and upwards of \$12.5 billion in annual sales. Virtuoso is the leader in the luxury sector, and has exacting standards for both travel agency and preferred supplier partners.

Expressions of interest are being accepted beginning May 2014. Interested parties can visit www.Virtuoso.com for more information.

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About Virtuoso:

Virtuoso® is the leading network of luxury travel advisors and entities. This by-invitation-only organization comprises 340 agencies with more than 8,900 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,700 of the world's best travel providers and premier destinations. The network's member agencies generate over \$12.5 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. For more information, visit www.virtuoso.com. To view Virtuoso's latest videos, go to <http://www.youtube.com/user/VirtuosoTraveler>.

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