



VIRTUOSO[®] LAUNCHES VOYAGES PROGRAM WITH ADDITIONAL CRUISE LINES AND NEW FEATURES TO BENEFIT 17,000 PASSENGERS EACH YEAR

Virtuoso Rebrands and Reenergizes Its 26-Year-Old Voyager Club Cruise Enhancement Program

NEW YORK (April 4, 2016) – [Virtuoso](#)[®] has unveiled the newest iteration of its popular cruise enhancement program that has been delighting clients for more than a quarter of a century. The network has rebranded Virtuoso Voyager Club as Virtuoso Voyages, and enriched the program’s offerings to provide more value to clients, advisors and participating cruise lines. This year Virtuoso Voyages will offer more than 375 sailings on luxury ocean lines and river and specialty cruises, with shore events in 87 ports in 46 countries.

Virtuoso Voyages now features a level of customization unique in the industry, with generous amenities worth up to \$800 per couple. The program provides bespoke options that include an exclusive shore event with a fine-dining experience, an in-port tour with a private car and driver, credit towards a private shore excursion, or a shipboard credit. A knowledgeable Virtuoso host accompanies each departure and welcomes network clients to two private onboard social events, including a new farewell reception that permits inspired clients to book their next cruise while still enjoying their current one.

With 10 participating cruise lines, Virtuoso Voyages now enjoys the highest number of partners in the program’s history. Four new lines added this year both address the enormous growth Virtuoso has reported in river and specialty cruising, while also complementing more traditional ocean cruising: Cunard Line, Holland America Line, Uniworld Boutique River Cruise Collection and Windstar Cruises. These new lines join the six existing participants: Azamara Club Cruises, Crystal Cruises, Paul Gauguin Cruises, Regent Seven Seas Cruises, Seabourn and Silversea Cruises. The addition of AmaWaterways in 2017 will further augment Virtuoso Voyages river cruise offerings.

“Advisors who really know our cruise enhancement program and make the most of it are huge advocates,” said David Powers, director, cruise programs at Virtuoso. “Virtuoso decided to refresh the program so that more advisors can leverage it as a key sales tool, while also allowing more clients to discover its value. After extensive conversations with our advisors and cruise suppliers, we’re delighted to launch Virtuoso Voyages and at the same time unveil its expansion and new features.”

Virtuoso’s Voyager Club program began in 1990 with a mere 15 sailings; 26 years later, 17,000 Virtuoso clients benefit from the complimentary program annually, and their satisfaction with it remains impressively high. Past passengers gave the program a 98.3 percent approval rating, while 94 percent said the program is an important consideration in their future travel plans. Virtuoso Voyages, with its benefits from luxury and premium cruise lines, will play a significant role in ensuring the loyalty of these high-value cruise clients while cultivating new ones. A network analysis found that luxury cruise enthusiasts typically spend more than two times the amount of the average cruise client, and the most active 20 percent of Virtuoso’s cruise clients account for 60 percent of cruise sales.

Another new element of the Virtuoso Voyages program extends the overall experience through pre- and post-sailing packages in popular European ports. For shore excursions during the cruise, advisors can recommend hand-selected unique tours from Virtuoso partners. Virtuoso Voyages land additions are commissionable and capture more of the client spend for advisors.

To further induce sales, Virtuoso will offer advisors enhanced training and tools on designated sailings and introduce a new Virtuoso Voyages Specialist designation to foster a community of excellence among participating advisors. On-board hosts will have to complete training specific to the cruise line they’re sailing on. As well, the

network has simplified client registration by housing all program forms and information in virtuoso.com, featuring a redesigned intuitive interface and simplified cruise search.

Based on advisor demand, a Virtuoso Voyages [sales directory](#) will debut later this spring. Both a client marketing tool and a reference guide, the directory will be published digitally for easy updating throughout the year with itinerary changes and other developments. As well, Virtuoso has released a [video](#) to further promote the program and bring its advantages to life for clients. The video features footage of clients enjoying the various program benefits aboard Voyages sailings.

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About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 380 agency members with more than 11,400 elite travel advisors in over 30 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. More than (U.S.) \$15.5 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit virtuoso.com.

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