



## **VIRTUOSO®'S GLOBAL STRATEGY COMBINED WITH STRONG CONSUMER DEMAND LEADS TO A 26 PERCENT INCREASE IN TRAVEL ADVISORS**

### **Network Grows By 40 Travel Agency Members And Expands to 6 Continents**

**CANNES, France (December 2, 2015)** – International luxury travel network [Virtuoso®](#) announced today unprecedented growth in 2015, both from existing travel agency members as well as the addition of new agencies from around the globe. This year Virtuoso's travel advisor community has grown from 9,065 to 11,429, an increase of 26 percent.

Expansion from existing agencies was a key driver in Virtuoso's growth in 2015. Current travel agency members added 1,353 new advisors, accounting for 57 percent of the network's total increase this year. Another 1,061 advisors came from new agency growth worldwide.

In 2015, Virtuoso increased its global footprint, adding 40 new agencies with 96 office locations in 19 countries. In total, Virtuoso now comprises 381 agencies in 720 locations in 34 countries.

This year Virtuoso grew its European membership after entering the market in late 2014. In addition to partnering with more agencies in the United Kingdom, France, Spain and Switzerland, the network welcomed members in four new countries: Belgium, Italy, the Netherlands and Sweden. Additionally, Virtuoso expanded into Asia, co-creating a presence in that key market by adding five agencies in Hong Kong and Singapore. Virtuoso furthered its EMEA (Europe/Middle East/Africa) strategy by adding its first members in Dubai and South Africa. The network now has an agency presence on six continents.

As well, the network built on its strength in established markets with new agencies in the United States, Australia, New Zealand and Brazil. Virtuoso also added Paraguay to the robust list of countries where it has a presence in Latin America.

"Virtuoso, in partnership with our global agency members, is co-creating this network to position each region for success while simultaneously building a powerful international brand," says Virtuoso Chairman and Chief Executive Officer Matthew D. Upchurch. "Our ongoing growth, both from existing agencies and new entrants, demonstrates that travelers worldwide seek quality service and bespoke experiences from expert professionals. We are bringing our relationships, services and advantages to highly regarded agencies that are committed to our mutual growth – all for the benefit of their clients."

One of the biggest draws for new agencies and advisors is Virtuoso's brand and leadership position in the industry, allowing it to attract an impressive portfolio of more than 1,700 preferred travel providers worldwide. Travel advisors enjoy a competitive edge via luxury travel's most established network, including world-class events, marketing and training only available through Virtuoso, as well as exclusive access and enhanced amenities for their clients.

Virtuoso has aligned with the following new agencies that represent the finest in their markets based on reputation and luxury sales:

- Almont Travel - London, UK
- Atlantis Travel - London, UK
- Black Tomato Group - London, UK
- Simplexity Travel Management - London, UK
- Assistant Privé au Voyage - Paris, France
- Frequent Flyer Travel Paris - Paris, France

- Tselana Travel - Paris, France
- Viajes Globus - Valencia, Spain
- Vos Voyages - Geneva, Switzerland
- Bigtours Travel Service Group Srl - Bologna, Italy
- BTS Travel Group - Travel Experts - Antwerp, Belgium
- Travel Beyond - Stockholm, Sweden
- Valerius Reizen - Amsterdam, Netherlands
- Dnata - Dubai, UAE
- Travkor - Sandton, South Africa
- Ovation Travel & Cruise Planners - Manly, Australia
- Travel Associates - Brisbane, Australia
- Travel Specialists Mosman - Mosman, Australia
- Business World Travel - New Market, New Zealand
- Holland Clarke & Beatson - Christchurch, New Zealand
- Stars Travel International - New Plymouth, New Zealand
- Charlotte Travel Limited - Hong Kong
- Jebsen Travel Group - Hong Kong
- Luxe Travel Limited - Hong Kong
- Country Holidays Travel Pte Ltd - Singapore
- Quotient TravelPlanner Pte Ltd - Singapore
- First in Service Travel - New York, NY
- Local Foreigner - New York, NY
- TBH Travel - Dix Hills, NY
- Incredible Destinations - Weston, FL
- Q Cruise + Travel - Chicago, IL
- Codega Vacations - Brookfield, WI
- West University Travel - Houston, TX
- Ten Lifestyle Management - San Francisco, CA
- Jo Cintra Tailor Made Tours - Florianopolis, Brazil
- Menton Viagens E Turismo - Florianopolis, Brazil
- Interpoint Viagens E Turismo - Sao Paulo, Brazil
- Xtravel Agencia de Viagens e Turismo Ltda - Sao Paulo, Brazil
- RBW Travel - Rio de Janeiro, Brazil
- Boarding Pass S.A. - Asuncion, Paraguay

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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](http://virtuoso.com).

### **Media Contacts:**

Misty Ewing Belles  
 Director, Global Public Relations, Virtuoso  
 202.553.8817  
[mewing@virtuoso.com](mailto:mewing@virtuoso.com)

Lauren Wintemberg  
 Account Manager, Alice Marshall Public Relations  
 212.861.4031  
[lauren@alicemarshall.com](mailto:lauren@alicemarshall.com)