



VIRTUOSO® CAPS OFF ITS 28TH ANNUAL VIRTUOSO TRAVEL WEEK BY HONORING ITS EXCEPTIONAL GLOBAL MEMBERS AND PARTNERS

LAS VEGAS (August 12, 2016) – Last night in front of more than 2,800 of the industry’s most prominent figures, international luxury travel network [Virtuoso](#)® feted the year’s superlative travel advisors, agencies and partners, presenting them with coveted Virtuoso Awards. The elegant gala marked the end of the 28th annual Virtuoso Travel Week, which expanded this year to three Las Vegas host hotels: Bellagio Resort & Casino, ARIA Resort & Casino and Vdara Hotel & Spa. Hosted by Virtuoso Chairman and CEO Matthew D. Upchurch, the gala honored the most innovative and admired agencies and advisors around the world, in addition to global partner standouts.

In a recognition of Virtuoso’s impressive international expansion over the past year, the network debuted its Most Admired Advisor – Europe/Middle East/Africa, while the award for Most Admired Advisor – Australia/New Zealand was recast to reflect Virtuoso’s Asia/Pacific growth. Additionally, the former category of Most Admired Advisor for the U.S. and Canada was divided to allow an advisor from each country to receive honors.

The Virtuoso Awards are unique in that agencies, advisors and preferred partners are recognized by their network peers. Travel providers vote for agencies and advisors, while travel agency members vote for preferred partners. This year Virtuoso received more than 2,200 votes from advisors and suppliers.

“Virtuosos are never content to rest on their laurels, impressive though they are,” said Upchurch. “The Virtuoso Awards celebrate the agencies, advisors and partners who are constantly innovating to bring clients even more extraordinary experiences, which in turn create memories that last a lifetime. One of the many things I love about this network is how we’re always raising the bar on our own perception of excellence, and this year’s winners are setting a very high standard for our industry.”

The 2016 Virtuoso Award winners are:

Agency/Advisor Peer-to-Peer Awards (as voted by preferred partners)

Most Hospitable Agency: The Accomplished Traveler, New York, New York

Most Innovative Advisor: Sandie Wiesenthal, Protravel International, Beverly Hills, California

Virtuoso Rising Star: Emily Prentiss, Valerie Wilson Travel, New York, New York

Most Admired Advisor – Asia/Pacific: Carol Morgan, Voyage Affaires, Auckland, New Zealand

Most Admired Advisor – Canada: David Lowy, Renshaw Travel, Vancouver, British Columbia

Most Admired Advisor – Europe/Middle East/Africa: Tina Rose, Protravel International, London, UK

Most Admired Advisor – Latin America/Caribbean: Anita Besson, Matuete Worldwide, Sao Paulo, Brazil

Most Admired Advisor – USA: Rudi Steele, Rudi Steele Travel, Dallas, Texas

Supplier Peer-to-Peer Awards (as voted by travel agency members)

Best Airline: Emirates Airline

Best Specialty Provider: Travelex Insurance Services

Best Luxury Cruise Line: Crystal Cruises

Best Resort/Contemporary Cruise Line: Royal Caribbean International

Best Premium Cruise Line: Oceania Cruises

Best River Cruise Line: AmaWaterways

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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 390 agency members with more than 11,400 elite travel advisors in 40 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 www.virtuoso.com.

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