



**VIRTUOSO**  
SPECIALISTS IN THE ART OF TRAVEL

## **“VIRTUOSO® WELLNESS” PROGRAM & EXPO LAUNCHES IN RESPONSE TO THE BOOMING HEALTH & WELL-BEING TREND**

**NEW YORK (August 3, 2016)** – International luxury travel network [Virtuoso®](#) is bringing together its world-renowned advisors and select preferred partners to create a community based around the rapidly growing niche of wellness travel. Virtuoso Wellness will focus on the sector, which is predicted to reach \$680 billion by next year. The new community will launch Sunday, August 7, during an experiential event - the Virtuoso Wellness Zone - at luxury travel’s premier gathering, Virtuoso Travel Week in Las Vegas.

Travelers take 586 million wellness trips each year, according to the Global Wellness Summit. In fact, the niche encompasses 15 percent of global tourism, second only to cultural tourism in revenues. It is also lucrative, as wellness travelers spend 130 percent more than the average traveler. Virtuoso’s new community unites travel advisors who serve a health-conscious clientele with hand-picked partners including hotels, cruise lines, tourism boards and tour operators for networking, education and marketing.

“Simply defined, wellness travel encompasses physical, mental and social well-being, as well as spiritual health,” says Albert Herrera, senior vice president of Global Product Partnerships at Virtuoso. “There’s no doubt that this trend will only continue to flourish. Through our Virtuoso Wellness community, we can connect like-minded individuals and develop a true community that, through regular interactions and peer-to-peer collaboration, can share knowledge, develop expertise and ultimately work together to better serve consumers seeking healthy travel experiences.”

The Virtuoso Wellness Zone marks the community’s first official launch: Sunday, August 7, 8:00 AM to 1:00 PM at ARIA Resort & Casino. The inspirational Wellness Zone will extend over 6,000 square feet, inviting advisors to browse health and wellness products and view demonstrations of services for mind, body and spirit. Unique experiences on display will include custom blending of aromatherapy body butters, a traditional Mexican ritual energy cleansing, paddle-boarding yoga instruction, a unique Thai massage employing silk strands, and a Turkish hammam demonstration with a customary soap foam washing.

Created by respected wellness professionals, only 18 of Virtuoso’s partners possessing either a wellness focus or offering multi-day health or spiritual programs were selected to participate in the event. Their programs include a health-focused menu; yoga, meditation or fitness classes; an activity enabling guests to connect with nature, such as hiking or canoeing; and/or a full-service spa with multiple rooms and custom treatments.

Virtuoso proudly announces the following partners as part of its wellness community: Ananda in the Himalayas, BodyHoliday Saint Lucia, Canyon Ranch, Carillon Miami Beach, Clinique La Prairie, Golden Door, Grand Hotel Quellenhof & Spa Suites, Guanajuato Tourism Board, Lake Austin Spa Resort, Lefay Resort & SPA Lago di Garda, Miraval Resort and Spa, Rancho La Puerta, Schloss Elmau, Six Senses Hotels Resorts Spas, The Ranch Malibu, Un-Cruise Adventures, Uniworld Boutique River Cruises and VeraVia at The Park Hyatt Aviara.

Virtuoso Wellness is launching at a time when travelers who enjoy a healthy lifestyle are increasingly seeking out trips that reflect this aspect of their daily lives. The 2016 Virtuoso Luxe Report identified the most sought-after wellness aspects as massages and other treatments, healthy cuisine, fitness classes, environmental beauty, and sports activities.

###

**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](http://www.virtuoso.com).

**Media Contacts:**

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

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