



VIRTUOSO® SEES A SUBSTANTIAL LEAP IN ITS NETWORK GROWTH

NEW YORK (February 15, 2017) – International travel agency network Virtuoso rolled into 2017 with tremendous momentum bolstered by a substantial spike in agency, advisor and production growth in 2016. By all accounts, the network, known as the industry leader in luxury travel, saw a banner year in 2016, having added 39 new agency locations across 23 countries since last January. Updated statistics for the Virtuoso network follow:

- 772 member agency locations (up five percent)
- 15,238 travel advisors (up 33 percent)
- 44 countries with Virtuoso member agencies (up 19 percent)
- \$21.2 billion in annual production (up 37 percent)

According to David Kolner, senior vice president of Global Member Partnerships for Virtuoso, the biggest news comes from the number of travel advisors who joined its network. “More than half of the advisor growth – 55 percent of it – came from our existing travel agency members, not from agencies we added throughout the year,” said Kolner. “That means current Virtuoso members brought on 2,095 new advisors, which is really incredible when you consider CareerBuilder’s 2016 Jobs Forecast showed only 36 percent of employers planning to hire full-time permanent employees. Luxury travel is continuing to outpace and outperform other industries.”

Virtuoso also saw its 2016 production reach new highs. As the top producers in luxury travel, annual revenues exceeding \$21 billion allow Virtuoso to negotiate better exclusives – from value-added benefits to experiences not available through other channels – for its members to pass along to their clients.

To learn more about Virtuoso and its membership, visit www.Virtuoso.com

###

About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 770 travel agency partners with more than 15,200 elite travel advisors in 44 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.) \$21.2 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

Media Contacts:

Misty Ewing Belles
Director, Global Public Relations
Virtuoso
202.553.8817
mewing@virtuoso.com

Lauren Wintenberg
Account Manager
Alice Marshall Public Relations
212.861.4031
lauren@alicemarshall.com

Virtuoso

GLOBAL NETWORK

Over the past year, Virtuoso added **18 new agencies** with **39 office locations** in **23 countries**. It also added **33%** more advisors. More than half of that growth (**55%**) came from existing travel agencies.

772

agency locations



15,238

travel advisors



44

countries



US\$21.2

billion in annual sales



VIRTUOSO[®]
SPECIALISTS IN THE ART OF TRAVEL