



VIRTUOSO
SPECIALISTS IN THE ART OF TRAVEL

VIRTUOSO® REVEALS THE SEVEN HABITS OF HIGHLY EFFECTIVE TRAVEL ADVISORS

Virtuoso Research Shows how Travel Advisors can get Ahead of the Game

CAPE TOWN (April 21, 2016) – This week international luxury travel network [Virtuoso®](#) held its annual Symposium in Cape Town, South Africa, attracting nearly 480 of luxury travel’s most prominent figures. During the event, Virtuoso revealed research that indicates certain steps lead to indisputable success for its travel agency members and their frontline advisors, particularly new entrants into the business. Additionally, Virtuoso shared some recent data and findings that show exactly why the industry is bullish when it comes to travel advisors.

Virtuoso’s analysis on the state of affair for travel advisors:

- Virtuoso saw a 26 percent increase in advisors in 2015; 57 percent of that growth came from existing Virtuoso members.
- Growth has been consistent over the past five years. Virtuoso reports an 85 percent jump in network advisors between 2010 and 2015.
- Growth will continue: 79 percent of agency owners expect sales to grow this year and 68 percent of them intend to staff up.

Following an analysis of proprietary research on advisors who were new to the profession as well as its network, Virtuoso surmised which practices led them to become million-dollar producers in record time, as compared to their counterparts who did not participate at the same levels.

Here now, the “Seven Habits of Highly Effective Travel Advisors”:

1. **Engage in networking** – Virtuoso says this group of advisors is twice as likely to attend its famed Virtuoso Travel Week conference, where travel advisor “speed-dating” results in hundreds of thousands of meetings with preferred suppliers, all in the name relationship building.
2. **Participate in professional development** – Virtuoso’s research shows that this group took 75 percent more training classes than the average advisor.
3. **Utilize marketing** – 83 percent of them participate in Virtuoso’s marketing initiatives, ensuring that over 70 percent of their clients receive customized marketing vehicles that direct consumers back to their Virtuoso advisor.
4. **Connect through social media** – Over 90 percent of this group are active on multiple social media channels, using it as a means to communicate and inspire their clients.
5. **Present themselves as professionals** – 80 percent have created a bio that includes their areas of specialization, the countries they have visited and when, and a professional

headshot. This detailed information lives on Virtuoso's Advisor Catalogue on the network's website (www.Virtuoso.com), and creates a way to engage prospects who may be seeking their services.

6. **Encourage feedback** – Over 40 percent of these advisors have clients who have submitted Reviews and Recommendations for their profile page. This is nearly four times the network average. These advisors thrive on the feedback, which is routinely glowing.
7. **They follow-up** – This group knows that follow-up, particularly after the trip, is essential to building the foundation of a successful advisor-client relationship. It is no surprise that these advisors average 26.2 reviews per person versus the network average of 14.5.

Virtuoso encourages other advisors to take a page from the book of these highly successful travel professionals. With the market clearly poised for advisor success, these few tips can continue driving new consumers to use travel advisors, fueling additional agency growth.

For more information on Virtuoso, go to www.Virtuoso.com.

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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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