



We are Virtuoso...

Virtuoso is the industry's leading leisure travel network. This by-invitation-only organization comprises 8,900 elite travel specialists associated with over 355 agencies in 25 countries and their combined database of more than a million affluent travelers, as well as over 1,200 of the world's best travel providers and premier destinations. These independent travel agencies receive sales, marketing and technology support, as well as exclusive services and products as a result of their membership in Virtuoso. The network's member agencies generate over \$14 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationship with over a thousand of the finest travel companies provides the network's clientele with exclusive amenities, rare experiences and privileged access.

BECOMING ONE OF THE BEST OF THE BEST...

The Virtuoso Hotels & Resorts Program brings together the world's finest properties and the world's most knowledgeable travel consultants. Embracing a variety of hospitality providers, each in their own way the "Best of the Best," the following are prerequisites for participation in the Hotels & Resorts Program:

- Five-Star or Four-Star Deluxe classification.
- Excellence in both service and quality, maintained at the highest levels with a proven track record of luxury, attention to detail, and guest recognition.
- Daily breakfast, preferential rates, a value-added and exclusive Virtuoso amenity.
- Desirable or unique geographic location.
- References from Virtuoso travel consultants who have personally experienced the property.
- Property should complement our other Preferred Properties in our annual *Best of the Best* directory.





VIRTUOSO HOTELS & RESORTS.



YOUR VIRTUOSO RELATIONSHIP...

Each Virtuoso travel agency makes a significant financial commitment to marketing the services and products of Virtuoso's properties and suppliers. The endorsement of these top agencies and a hotel's affiliation with our network results in an average increase of 15-40% in Virtuoso-generated sales. The exclusive contractual relationships between Virtuoso and its preferred hotels provide the clients of Virtuoso agencies the best value, accommodations and experiences. In return, our preferred suppliers are allowed access to these clients and to Virtuoso consultants via the many proven marketing and distribution channels we have developed and the international and domestic conferences we organize.



APPLYING TO VIRTUOSO...

Please note that participation in Virtuoso is by invitation only, based on the needs of our travel agency membership for their clientele. If your property is considered a likely candidate for Virtuoso, we will forward an application with details about participation in the Hotels & Resorts Program. Your completed application will be considered, pending the verification of member agency references and evaluation of your proposed amenity and rate offerings. All applications are reviewed and voted on by a representative committee of Virtuoso travel agency owners. As our requirements are quite stringent, this process can sometimes be a lengthy one.

For more information, please contact Virtuoso Hotels and Resorts at hotelsandresorts@virtuoso.com.

