



VIRTUOSO®

SPECIALISTS IN THE ART OF TRAVEL

Keith Waldon

Vice President

Business Development



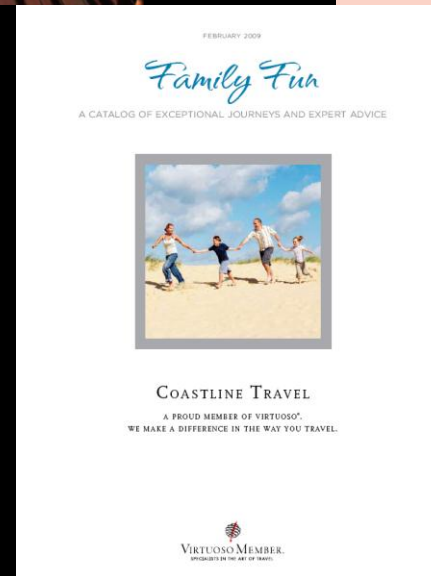
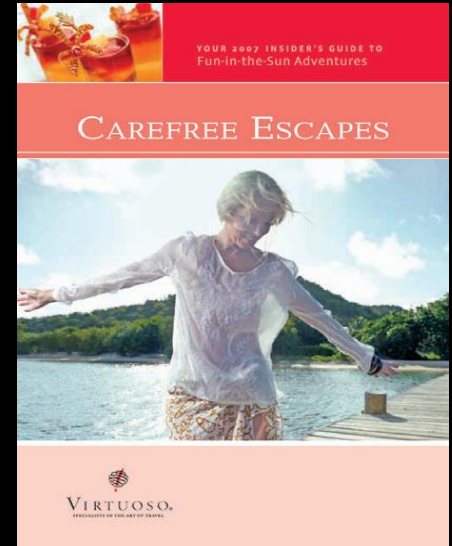
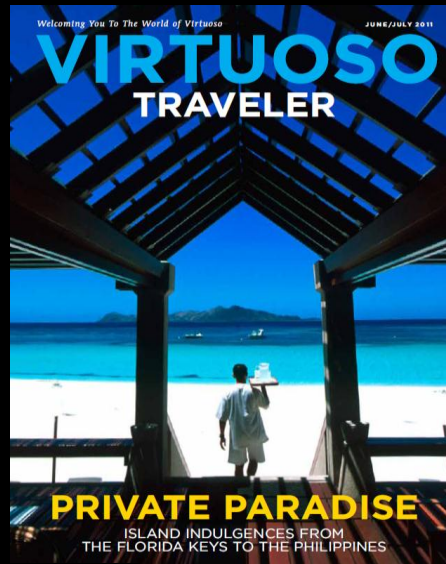
- 600 travel agency member locations
  - 20 Countries (Americas, Caribbean, Australia & New Zealand)
- 7,000 luxury travel advisors
- 1,350+ preferred travel providers
- \$9.6 billion (US) in annual sales
  - 1.4 million travelers

# Virtuoso Tourism Bureau Partnerships

- 55 tourism board alliances
- Training provided on selected destinations
- Educational trips enable advisors to become specialists/experts
- Sales opportunities/campaigns through Tourism Bureau sponsored advertising and promotions



# Virtuoso Marketing





# VIRTUOSO TRUST.

PROFESSIONAL ADVISOR DEVELOPMENT



- 500 online courses available 24/7
- Weekly live webinars
- In-person training at all Virtuoso conferences
- Educational trips and destination specialist programs

# Virtuoso Travelers

*Affluent and in their prime*



**16% are age 35 – 49**

**49% are age 50 – 65**

**30% are age 66 – 79**

**73% earn \$100k+**

**22% earn \$250k+**



# Virtuoso Travelers

*Have passports, will travel!*



**60% will take 3+ short trips this year**

**32% will take 3+ long trips this year**



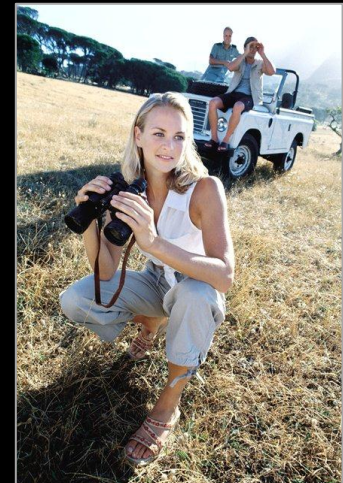
**77% prefer independent or privately guided tours**

# Virtuoso Travelers

## *Their top travel pursuits*



1. Cruising 56%
2. Beach 33%
3. Historical 31%
4. Cultural 29%
5. Adventure/nature 27%
6. Relaxation/Spa 26%
7. Romantic 19%
8. Safari 18%
9. Family/multi-gen 15%
10. Educational 9%



# My trip of a lifetime would be:

1. Setting sail on a world cruise
2. Sailing the Med on a private yacht
3. Calling on all seven continents
4. Renting a European villa
5. Visiting all seven New Wonders of the World



# Top Dream Destinations

1. Australia
2. Italy
3. South Africa
4. New Zealand
5. Greece
6. Antarctica
7. France
8. French Polynesia
9. China
10. Ireland



# Most Alluring Island Escapes

1. Greek Islands
2. Hawaiian
3. Galápagos Islands
4. French Polynesia
5. Bali
6. Fiji
7. **The Caribbean**
8. Bay of Islands, New Zealand
9. Seychelles
10. Capri



# Most Appealing Caribbean Island

1. Turks and Caicos Islands
2. Virgin Islands (US)
3. Aruba
4. British Virgin Islands
5. Saint Lucia
6. Saint Kitts and Nevis
7. Bahamas
8. Anguilla
9. Barbados
10. Bermuda



# Top Ocean Cruise Itineraries

1. Mediterranean
2. World Cruise
3. Australia / New Zealand
4. Alaska
5. South Pacific



# Most Ideal Family Destination

1. Hawaiian Islands
2. Italy
3. Caribbean
4. Alaska
5. South Africa
6. Galapágos Islands
7. Ireland
8. Australia
9. Orlando
10. Costa Rica



# My family would prefer a vacation that includes:

1. A beach resort
2. A cruise
3. An outdoor adventure  
*(safari, mountain resort, etc.)*



# Greatest Outdoor Adventure

1. Safari
2. Exploring a national park
3. Expedition cruising
4. Hiking / walking tour
5. Whale-watching
6. Sailing
7. Fishing
8. Skiing / snowboarding
9. Scuba Diving
10. White-water rafting



# Most Desired Enriching Experience

1. Cooking school
2. Archaeological exploration
3. Historical pilgrimage
4. Photography instruction
5. Foreign language immersion
6. Tracing family lineage
7. Volunteer work
8. Sports lessons  
(e.g., golf lessons, tennis clinics, scuba instruction)
9. Art classes
10. Self-improvement / health program



# Affluent Travelers Now. . .

- Are destination collectors . . . once they've been somewhere, they check it off the list . . . you have to give them a reason to return
- Think they know everything . . . with the click of a mouse . . . but they seek personal references and/or expert advice before they invest with time/money
- Are social . . . they use social media and the "country club" . . . to brag/share
- Are buying fewer stand-alone vacation homes and buying more luxury-hotel branded vacation homes/options
- Are quick to change their minds . . . and influenced by CNN news/destination reports
- Are seeking enrichment experiences
- Avoid hassles . . . all details need to be taken care of and run smoothly, even when they change their minds

