

VIRTUOSO HOTELS & RESORTS



WE ARE VIRTUOSO...

Virtuoso is the industry's leading leisure travel network. This by-invitation-only organization comprises 21,000 elite travel specialists associated with over 1,200 travel agency partners in 54 countries and their combined database of more than a million affluent travelers, as well as over 2,300 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 more than \$30 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 VIRTUOSO...

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 Deluxe classification
- Provide 5 Virtuoso Travel Advisor references who have booked or personally experienced the property
- Must be open a minimum of 90 days
- Property should be in a desirable or unique geographic location
- Must already be receiving production from our Virtuoso advisors

The above conditions must be met for a property to be considered.

HOTELS AND RESORTS PROGRAM REQUIREMENTS:

- Best Available Rate or better
- Complimentary Daily breakfast
- One additional customized amenity
- Complimentary Wi-Fi
- Room Upgrade upon availability
- Early check-in/late check-out upon availability
- Minimum 10% commission required





APPLYING TO VIRTUOSO...

Joining Virtuoso can be lengthy as it is a multi-step process. Virtuoso conducts a thorough analysis of market conditions and our network's needs prior to adding an additional property. We conduct this process to ensure that preferred properties will see an increase in revenue from our network.

The steps below outline how to apply and how prospective properties are evaluated:

Step 1: Submission of [Request for Information Form \(RFI\)](#)

Step 2: Virtuoso conducts an evaluation of the Request for Information Form (RFI)

Step 3: If the [RFI](#) satisfies Virtuoso's criteria and fulfills Virtuoso membership needs, we will invite you to fill out an application for further evaluation

Step 4: Submission of Virtuoso Hotels & Resorts program application

Step 5: Virtuoso conducts an evaluation of the application with specific attention to the exclusive amenities offered

Step 6: The references on the application will be contacted for feedback

Step 7: The application and reference feedback will be presented to our Hotels & Resorts Committee for evaluation

Step 8: If accepted, a contract agreement will be sent and will include an annual participation fee and a onetime marketing fee

Please keep in mind that the property can be declined at any phase of the evaluation process.

If you would like to present your property for consideration for an application and you meet the above minimum requirements, please complete our Request for Information Form, which can be found at the following link: [Request for Information Form](#)

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



VIRTUOSO®