



VIRTUOSO®

VIRTUOSO® MARKS INTERNATIONAL WOMEN'S DAY AND WOMEN'S HISTORY MONTH BY HONORING THE MATRIARCHS OF LUXURY TRAVEL

NEW YORK (March 7, 2025) [Virtuoso®](#), the leading global network specializing in luxury and experiential travel, is recognizing International Women's Day and Women's History Month by honoring women who have paved the way within the travel advisor profession. *Generations of Impact: Matriarchs Who Shaped a Profession* is an ongoing series celebrating the women who have helped shape the Virtuoso network and the broader luxury travel industry.

This project features one-to-one interviews with seven travel trailblazers who launched their careers in a male-dominated profession during the dawn of the leisure travel industry. At a time when there were few women-owned businesses, these successful entrepreneurs saw opportunity and a future in the luxury travel space, and are among a select group of female professionals who would go on to set the bar for future generations to follow.

Their influence can be felt in myriad ways today across luxury travel, including their imprint on Virtuoso and in cultivating new generations of travel experts within the industry.

"There was no blueprint to follow; it was through grit, perseverance and passion that these incredible women built some of the most respected and successful businesses in luxury travel," said Virtuoso Chairman and CEO Matthew D. Upchurch. "Not only did they blaze a trail for other women to follow, but they also set an example for all in how to lead with equal parts empathy and strength. I learned firsthand early in my own career that you could count on them for guidance as well as to tell you straight-up how it really was, and I am grateful for how they've helped shape the Virtuoso network. I wanted to produce these videos to preserve their history and inspire future generations of travel advisors, as well as to show my gratitude for all that they have given to this industry and me, personally."

The videos honoring the following matriarchs, whose collective impact continues to be felt across the industry, are available via the links below. The list includes:

[Ange Wallace](#) – Wallace Pierson Travel, Amelia Island, FL

[Cher Roscoe](#) – Travelcall, Melbourne, Australia

[Mary Ann Ramsey](#) – Betty Maclean Travel, Inc., Naples, FL

[Nancy Strong](#) – Strong Travel Services, Dallas, TX

[Phoebe Weinberg](#) – Greatways Travel, Inc., Grosse Pointe Farms, MI

[Ruth Turpin](#) – Cruises Etc. Travel LLC, Fort Worth, TX

[Valerie Ann Wilson](#) – Valerie Wilson Travel, Inc., New York, NY

The full catalog of videos is also available [here](#), with more details on each matriarch available [here](#). Virtuoso continues to celebrate women who lead, mentor and inspire a better future for those within the industry as well as the travelers they serve.

About Virtuoso

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,300 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. Normalized annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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