



VIRTUOSO®

VIRTUOSO® ANNOUNCES 2025 ‘CRUISE ICONS,’ LUXURY CRUISING’S MOST PRESTIGIOUS RECOGNITION

NEW YORK (March 10, 2025) – [Virtuoso®](#), the leading global network specializing in luxury and experiential travel, has announced its 2025 Virtuoso Cruise Icons, a distinctive honor for advisors whose sales performance excels within the industry. An esteemed group of 185 advisors from 13 countries worldwide have received the Virtuoso Cruise Icon designation, an impressive 27 percent increase from 2024. This accolade recognizes those who generate the top one percent of the network’s cruise sales. A full list of the 2025 Virtuoso Cruise Icons is available [here](#).

Since its creation in 2019, Virtuoso’s Cruise Icon program has seen a 363 percent increase in advisors honored with the designation. The program went global in 2023, and sales have continued to rise across Virtuoso’s various regions each year. The “Icon Impact” is undeniable: from 2023 to 2024, their Virtuoso preferred supplier cruise production saw an estimated 45 percent increase, reflecting significant growth in the US and Canada.

“The 2025 Virtuoso Cruise Icons set an extraordinary standard in their field, and I congratulate them on this well-deserved recognition. The Icons are trailblazers, consistently surpassing benchmarks, creating momentum that strengthens the entire network and inspiring others to follow their lead,” said Virtuoso’s Senior Vice President, Global Member & Partner Sales Cory Hagopian. “This distinction elevates their standing with our partners and reinforces their industry prominence with clients, serving as a badge of honor they can wear with pride.”

In addition to industry clout and further reinforcing Virtuoso Cruise Icons’ position as leaders within the luxury travel industry, this prestigious status provides advisors with quarterly collaboration sessions designed to foster growth and networking, access to invaluable insight and best practices within the network’s Cruise Community and a private dinner during Virtuoso Travel Week, luxury travel’s preeminent worldwide gathering.

Icons also gain access to exclusive travel opportunities, such as the inaugural season of PONANT EXPLORATIONS’ *Le Commandant Charcot* through Canada’s St. Lawrence River during the boreal winter. Hosted by Samuel Chamberlain, PONANT EXPLORATIONS CEO of Americas, the 2024 Cruise Icons embarked on an exhilarating journey through the St. Lawrence River’s icy landscapes from February 22 to March 6, 2025. Beginning in the historic district of Old Québec and ending in the natural harbor of Saint Pierre, this expert-led adventure showcased breathtaking polar landscapes and rare cultural insights, accessible only to a select few.

Many Virtuoso cruise partners offer exclusive amenities to Virtuoso travel advisors, enabling affiliated advisors, including Virtuoso Cruise Icons, to provide unique benefits to their clients that distinguish them from the competition. Through the Virtuoso Voyages program, they can access over 450 select cruises each year across 13 different cruise lines. This program includes a dedicated onboard host and offers a choice of additional benefits ranging in value from \$500 per couple to several thousand dollars, depending on the sailing.

To learn more about Virtuoso and its professional travel advisors, please visit www.virtuoso.com.

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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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