



VIRTUOSO® EXPANDS ITS FOCUS ON ULTRA-HIGH-NET-WORTH CLIENTELE, REDEFINING LUXURY CONNECTIONS

NEW YORK (January 22, 2025) – **Virtuoso®**, the leading global network specializing in luxury and experiential travel, has launched an Ultra-High-Net-Worth (UHNW) business division. The move signals a bold step into the elite sphere of luxury goods and lifestyle, further complementing the organization’s longstanding global leadership position in luxury travel.

Newly appointed General Manager Shelby Donley will lead the business unit. As a previous Virtuoso travel agency owner, Donley brings years of industry experience combined with an innate understanding of UHNW clientele and perspective on how to cultivate relationships that serve their unique lifestyle. The move underscores Virtuoso’s commitment to further integrating into its network the savviest and most discerning consumers, as well as those who cater to them.

Virtuoso intends to leverage its well-established reputation in global luxury travel to foster collaborations with world-renowned luxury brands across jewelry, watches, fashion, art, culinary, wine and spirits, luggage, automotive, wellness and more. By expanding its partnerships to reach new industries, Virtuoso strengthens its influence in delivering bespoke offerings through its network of elite travel advisors and best-in-class partners in a way that specifically caters to the ultra-affluent.

“This new initiative is yet another example of how Virtuoso co-creates with its members, advisors and partners,” said Matthew D. Upchurch, Chairman and CEO of Virtuoso. “Combining the talents of our network with the talents of our dedicated team has been a winning formula, and I’m excited to see what this dedicated focus will bring.”

Through this strategic evolution, Virtuoso reaffirms its leadership in the luxury lifestyle space, while also opening new avenues for growth and collaboration across industries. Harnessing its well-known “network effect,” Virtuoso will seek to redefine what it means to create meaningful connections among the world’s most exclusive brands.

Brad Bourland, Virtuoso’s Chief Operating Officer, expressed his enthusiasm for this new vertical and role: “The establishment of our UHNW division marks a transformative moment for Virtuoso, enabling us to build stronger relationships with ultra-luxury brands and deliver an unparalleled level of service to our most discerning travelers, and Shelby’s profound expertise in the UHNW market make her the perfect choice to lead this initiative. This is a pivotal step in our ongoing commitment to providing extraordinary value to our members, advisors and partners.”

For more information on Virtuoso, please visit www.virtuoso.com.

#

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. Annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

Media Contacts:

Misty Belles

Virtuoso – Vice President, Global Public Relations

+1.202.553.8817 / mbelles@virtuoso.com

Lauren Wintenberg

Alice Marshall Public Relations – Vice President

+1.212.861.4031 / lauren@alicemarshall.com