



VIRTUOSO

VIRTUOSO UNVEILS ITS 2026 ‘CRUISE ICONS,’ LUXURY CRUISING’S MOST PRESTIGIOUS RECOGNITION

NEW YORK (March 10, 2026) – [Virtuoso](#), the leading global network specializing in luxury and experiential travel, has announced its 2026 Virtuoso Cruise Icons, a distinctive honor recognizing advisors whose cruise sales performance ranks among the very best in the industry. An esteemed group of 179 advisors worldwide has earned the designation, representing the top tier of cruise sellers within the Virtuoso network. A full list of the 2026 Virtuoso Cruise Icons is available [here](#).

This year’s Icons reflect an elevated qualification standard introduced as part of the program’s annual review. As luxury cruising continues to expand globally, Virtuoso refined the benchmark to ensure Cruise Icon status remains aligned with exceptional, sustained individual performance rather than overall market growth. The result is a more selective class that reinforces the designation’s prestige and reaffirms its role as a trusted indicator of leadership and performance at the highest level of the cruise sector.

“Cruise Icons are the advisors the industry looks to when there are market shifts or demand accelerates,” said Cory Hagopian, senior vice president, global partnerships. “They set the standard for how clients engage with luxury cruising across every category, how preferred partners position their products and how the sector continues to evolve. This group represents leadership in action, not just results on paper.”

In addition to industry clout, 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 an exclusive event honoring Icon excellence during Virtuoso Travel Week, luxury travel’s preeminent worldwide gathering.

Icons also gain access to exclusive travel opportunities centered on emerging destinations and innovative cruise products. In 2026, this includes two dedicated charter sailings with AmaWaterways along Colombia’s Magdalena River. Departing on September 23 and September 26, these sailings are designed to spotlight the country’s growing presence within the luxury cruise landscape. Both charters follow the same itinerary, reconvening in the town of Santa Bárbara de Pinto for an offsite networking session. This thoughtfully curated gathering brings like-minded advisors together for strategic dialogue, collaboration and the exchange of ideas, strengthening their collective expertise and positioning them at the forefront of new luxury cruise opportunities.

Many Virtuoso cruise partners offer exclusive amenities to Virtuoso members, further distinguishing them from their competitors by allowing affiliated advisors, including Virtuoso Cruise Icons, to provide unique benefits to their clients. Through the Virtuoso Voyages program, advisors can access more than 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.

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 2,500 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.

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