



VIRTUOSO

VIRTUOSO WRAPS 2026 SYMPOSIUM IN SEOUL AND NAMES 2027 HOST DESTINATION

SEOUL (April 20, 2026) – [Virtuoso](#), the leading global network specializing in luxury and experiential travel, hosted its 2026 Symposium April 15-19 at the [Conrad Seoul](#). The annual gathering welcomed 360 executives from Virtuoso travel agency members and preferred partners across 33 countries.

Blending high-level dialogue with on-the-ground exploration, the event reinforced Virtuoso’s focus on collaboration and shared learning. Designed to spark strategic thinking and meaningful connection, this year’s Symposium explored a core tenet of Virtuoso – automating the predictable and humanizing the exceptional – with a deeper look at what that means to deliver exceptional experiences, particularly in an increasingly AI-driven world. The event also leveraged Seoul’s position as a global hub of culture and innovation, offering immersive experiences that reflect the spirit of the destination.

The Symposium began Wednesday evening with a Welcome Reception inspired by the *Streets of Seoul*, set across lively neighborhoods including Hongdae, Gangnam and Itaewon. Guests gathered in a relaxed, social setting that encouraged conversation, while enjoying the flavors of Seoul and a lively, inspiring music performance – setting a strong tone for the days ahead.

Programming continued on Thursday with the General Session led by Virtuoso executives. The session opened with a traditional Haijun dance, a symbolic performance of blessing and good fortune. Senior Vice President, Global Events Jennifer Campbell followed, sharing that Virtuoso will host more than 90 events globally this year, bringing together approximately 13,000 agency members and partners to build relationships, exchange ideas and turn connection into meaningful impact. She also introduced *Connection Labs*, a new offering at this year’s Symposium developed in response to feedback from attendees who expressed a desire for deeper interactions and more strategic dialogue. The initiative offered additional opportunities for participants to engage more intentionally and strengthen professional relationships beyond traditional networking.

Closing the General Session, Virtuoso made an exciting announcement: it will return to Singapore for its 2027 Symposium, scheduled May 18-22 of next year. Held annually in a different international location, the Symposium offers destinations the opportunity to present themselves before some of luxury travel’s most influential agency leaders and global partners. “Singapore represents exactly the kind of destination we seek for our Symposium. It is dynamic, globally connected and deeply committed to delivering exceptional experiences,” said Campbell. “As one of the world’s most sought-after destinations, Singapore offers an extraordinary blend of innovation, culture, and hospitality, providing a strong backdrop for our global community to come together. We are incredibly grateful for the partnership of the Singapore Tourism Board, along with our valued preferred partners across the destination, whose collaboration makes an event of this scale and impact possible.”

Human connection is a central element of all Virtuoso events, and throughout the program, attendees participated in a range of destination-driven experiences that fostered connection while offering insight into Seoul’s heritage and contemporary culture. Activities included South Korean tea ceremonies, calligraphy and hanbok experiences at historic palaces, as well as modern offerings such as K-pop dance classes and wellness rituals.

On Friday evening, participants gathered at a floating venue along the Han River for an event centered on South Korean tradition. The program offered attendees a deeper understanding of South Korea's rich heritage, featuring court music and dance, immersive cultural elements and a Temple Cuisine dining experience prepared by the Venerable Sunjae and inspired by centuries-old culinary practices. Programming concluded on Saturday with a farewell reception and dinner at Dongdaemun Design Plaza, the landmark neo-futuristic structure designed by Zaha Hadid. The closing celebration brought modern Seoul to life through design, a fashion show, music, refined dining and K-Pop dance performance, closing the program with a forward-looking view of the destination.

As attendees depart with practical insights, strengthened relationships and a shared perspective on the future of luxury travel, Virtuoso wishes to thank its partners that aided in the success of 2026 Symposium: Abercrombie & Kent, AmaWaterways, Conrad Seoul, Fairmont Ambassador Seoul, Intrepid Travel, the Korea Tourism Organization, Remote Lands, The Bicester Collection, The Palms Turks and Caicos and The Shore Club Turks and Caicos.

For more information on Virtuoso and its events, 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 2,800 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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