



VIRTUOSO®

VIRTUOSO® TRAVEL WEEK: AMPLIFYING THE VOICE OF LUXURY AND DEFINING TOMORROW'S TRENDS

NEW YORK (August 6, 2024) – [Virtuoso®](#), the leading global network renowned for creating meaningful, bespoke experiences, will once again bring together the very best in luxury travel for its pinnacle event, Virtuoso Travel Week. Thousands of luxury travel professionals from more than 90 countries will gather in Las Vegas from August 10-16 at Bellagio Resort & Casino, ARIA Resort & Casino, The Cosmopolitan of Las Vegas and Vdara Hotel & Spa for the 36th annual Virtuoso Travel Week. It is the must-attend gathering for the world's best travel companies and the industry's most influential travel agencies and advisors, who come together to exchange ideas, strengthen relationships and determine what's new and next in luxury travel. Dubbed the Fashion Week of Travel, Virtuoso Travel Week focuses on increasing sales through the latest and best industry practices and shapes the future of luxury travel .

This year's event is poised to create a buzz within the industry, featuring VIP speakers, elite entertainment, powerful professional development sessions and invaluable opportunities for exchanging ideas and forging new connections. The week will kick off with an Opening Session featuring guest speaker Simon Sinek, returning to Virtuoso Travel Week for a fourth time. Sinek will join Virtuoso Chairman and CEO Matthew D. Upchurch for an exchange of impactful ideas and advice on leadership and purpose-led business development. Founder of The Optimism Company, as well as a best-selling author, speaker and host of the top-rated podcast *A Bit of Optimism*, Sinek is perhaps best known for his TED Talk on the power of *WHY*, viewed over 60 million times. His influential books include global bestseller *Start with WHY* and *The New York Times* bestsellers *Leaders Eat Last* and *The Infinite Game*.

Virtuoso continues to innovate around its flagship event, with new additions this year including enhanced personalization of the famed one-on-one appointments, which are vital to the luxury travel sales strategy for Virtuoso members, advisors and partners. These appointments are now self-selected and matched, instead of assigned, giving attendees greater control over the efficacy of their meetings. An impressive 95 percent of requests submitted by both advisors and partners have been accommodated through a proprietary matching system designed for optimal connections.

Another exciting learning and networking opportunity introduced this year comes with the addition of Braindate, offering one-on-one or small-group conversations on topics posted by attendees before and during the event. This platform allows participants to brainstorm, tackle challenges and gain insights with like-minded individuals. Held daily Monday through Thursday, Braindate fosters deeper connections through purposeful discussions, offering valuable knowledge that goes above and beyond event programming.

A highlight of Virtuoso Travel Week is the third annual Travel Tech Summit, a one-of-a-kind event focused on utilizing smart technology to elevate and enhance human connection, rather than replace it. Led by tech entrepreneur, investor and Virtuoso board member, Gilad Berenstein, the Summit will address key trends and developments in travel technology, including AI, among other topics. In addition to panels and presentations from technological innovators, a *Startup Showcase* with 15 tech businesses will provide a deep dive into what innovation looks like in real time, allowing attendees to be early adopters and advocates of future technologies.

A Virtuoso Week favorite – Community Globetrotting – will now extend to two days on Saturday, August 10, and Sunday, August 11, due to its high success in engaging participants and driving sales. As in previous years, Globetrotting will spotlight the Virtuoso Communities – cruise, adventure, family, culinary, wellness and ultra-luxe travel. This year's event will also introduce a new Sustainability pavilion, highlighting the network's long-held commitment to furthering sustainable tourism. Globetrotting provides Virtuoso members and partners with structured time to discover new product offerings in an immersive environment. Additionally, the new Hotel

Showcase will offer advisors a unique chance to engage with Virtuoso preferred properties, boosting brand visibility and deepening their understanding and enthusiasm for luxury offerings.

An Editor's Lounge will allow attendees to meet with the team behind the network's award-winning *Virtuoso, The Magazine*, while the event's dedicated press program will see attendance by more than 50 journalists from eight countries around the globe.

Additional highlights from the event are forthcoming. Follow Virtuoso Travel Week's happenings, from award winners to trends and insights, in real-time via the network's social media channels: @VirtuosoLtd on Instagram and Virtuoso Travel on Facebook and LinkedIn. For more information on Virtuoso, 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. Normalized 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
Vice President, Global Public Relations
Virtuoso
[+1.202.553.8817](tel:+12025538817)/mbelles@virtuoso.com

Lauren Wintemberg
Vice President
Alice Marshall Public Relations
[+1.212.861.4031](tel:+12128614031)/lauren@alicemarshall.com