

2026

VIRTUOSO[®]
**CERTIFIED
TRAVEL ADVISOR**

Set up your luxury travel career *for success*

Gain a competitive edge for personal and professional success in luxury travel through the Virtuoso Certified Travel Advisor (VCTA) program. Our signature training course is tailored to new and novice Advisors seeking to further their careers in luxury travel. Hear from travel experts and Virtuoso leadership as you follow a dynamic curriculum through small-group learning, role-playing, and real-life scenarios.



Unlock *your potential*

Nothing gets you on your feet faster in the luxury travel space than becoming a Virtuoso Certified Travel Advisor. Whether you're new to the industry or new to Virtuoso, you'll come away with the knowledge, skills, and tools to increase learning and earning power over the life of your Virtuoso travel career.

Fast track to enthusiasm, motivation, and increased earning power in luxury travel.

Graduates book 2.5 times more travel on average compared to their peers who did not participate in the program.

Transition from a transactional agent to trusted, relationship-oriented Advisor.

Why *participate*?

Our expertly developed training delivers the fundamental tools and expertise to launch your luxury travel career. When you invest in VCTA, you'll benefit from our comprehensive and intensive professional program comprised of traditional, innovative, and interactive training experiences.

Within a year of graduation,
**VCTA graduating classes
book 2.5 times more travel
compared to peers
who did not participate in VCTA**

**Develop best practices,
confidence, and resources
in the luxury niche.**

**Practice real-life
scenarios, roleplay, and
build relationships with
other class participants.**

**Get six months of follow-
up support from VCTA
mentors.**

The VCTA *path*

1 Build

Get started with online prework through the Virtuoso Travel Academy to prepare you for your virtual or in-person course.

- Ways to monetise your time and expertise with clients.
- Custom-trip planning using Virtuoso.com.
- How to identify and retain your ideal client.

2 Apply

Network, build relationships, and develop talents through guided and independent learning, presentations, and roleplaying real-life scenarios. Collaborate with fellow advisors to build skills in critical areas.

- Developing trust and becoming a trusted Advisor.
- Learn the collaborative travel planning process.
- Marketing, branding, and making the most of Virtuoso.
- Plan actionable next steps.

3 Reinforce

Our program is designed to solidify the cornerstones of great travel advising. Put your new skills into action and share what you learn with your VCTA peers.

- 6 months of post-class learning and mentorship.
- Troubleshooting and roundtable discussions with peers and Virtuoso expert educators.
- Tips and tricks to leverage Virtuoso tools.
- Best practices for gaining credibility and trust within the Virtuoso network.

Proven to increase your luxury leisure travel sales.

Perspectives *from your peers*

For 100% of Virtuoso Certified Travel Advisor participants, it was worth the time and money, and met their business objectives.

"The VCTA curriculum is impeccably crafted, blending theoretical knowledge with hand-on experience. What truly sets VCTA apart is the dedication of its instructors. Their passion for success is palpable. They go above and beyond to ensure each student grasps the material, offering support and guidance every step of the way. Thanks to VCTA I developed the tools and confidence to manage any challenges that come my way. The invaluable skills and knowledge that I've gained leave me equipped to thrive in our industry."

Greg Solomon

Advisor, Main Beach Travel

Chris McIlroy
Managing Director,
Travel Inspirations

The VCTA program is not only an amazing training program, it gives you as an owner a great return on investment. I have seen my advisor stay engaged and committed throughout the whole course (even though we are all time poor), and to see the improvement in confidence, clearer communication of our processes, an increase in Virtuoso product and sales knowledge and in return an increase in sales yield has been a joy to watch. I will be putting other staff through the program and I highly recommend it.

"Our 50+ program graduates agree that VCTA provides an invaluable deep dive on how to strategically leverage the Virtuoso network and a unique and valuable collaborative opportunity to meet, share, and challenge their respective knowledge and experiences with other attendees."

Paul Largay

Owner, Largay Travel

Cate Caruso
Coastline Travel Advisors

"VCTA was a turning point, a light bulb moment, a lifeline. The program showed me that there is a process to how travel planning works, and once somebody showed me, it was full steam ahead."

WANT MORE?

WATCH THE VIDEO

Frequently asked *questions*

What are the requirements to participate in the VCTA Program?

A VCTA application must have a minimum 6 months to maximum of 3 years of experience as a travel advisor, be approved by the owner/manager, the prerequisite coursework must be completed, and participants must have an up-to-date Virtuoso.com profile.

How many students will be participating in each class?

Classes are optimised for interactive learning and the development of relationships with approximately 20 participants per class.

Who pays for the program? And how is payment made?

Payment can be by Advisors or agencies. For agencies, an invoice is issued at the end of the month in which Advisors register. Agency credits can be applied. For Advisors, payment is due at the time of registration.

What is the cancellation policy?

A US\$300 administration fee will be billed to the agency invoice (in all cases) if cancellation is approved, and cancellation notifications have been sent.

VCTA Tuition Refund Policy:

- Between four and six weeks prior: 50%.
- Less than four weeks prior: 0%.

How many hours should an Advisor expect to spend throughout the VCTA program?

~12 hours of pre-work, all found in the Virtuoso Travel Academy, 30 hours during the four-day class, and 12-15 hours during the six months of post-class learning.

What benefits are offered to VCTA graduates?

➤ Complimentary membership to a Virtuoso Community of choice.

***Note:** Advisors interested in the Ultraluxe Community must meet eligibility requirements of \$1M in Preferred Partner sales for prior year (based on agency-reported sales).*

- Invitation to exclusive VCTA grad reception at Virtuoso Travel Week.
- Access to our private VCTA Grad Facebook Community.
- VCTA logo for your signature line.
- VCTA designation on your Virtuoso.com profile that is visible to Partners, Members and consumers.
- Opportunities for exclusive continuing education.