

# The Virtuoso Difference Career Event

Presented by: Kim Bradshaw



# What is Virtuoso?

- Comprises over 1,000 travel agency partners with 20,000 elite travel advisors in 50 countries.
- By invitation only through application process.
- More than (U.S.) \$26.4 billion in annual travel sales.



# The Virtuoso Difference

is an event where prospects learn the benefits of membership. It is held in the days leading up to the company's largest event, Virtuoso Travel Week. There are also smaller regional career events held throughout the year.



Happens at Bellagio



# Presentations and Roundtables



Attend Virtuoso Travel Week  
Opening Session

# WELCOME BACK



Vegas-style Reception Hosted by Bellagio



# Who Attends

PEOPLE INTERESTED IN A CAREER AS A LUXURY TRAVEL ADVISOR WHO ARE NOT CURRENTLY A PART OF THE VIRTUOSO NETWORK.



Travel Agency  
Owners



Travel Agents



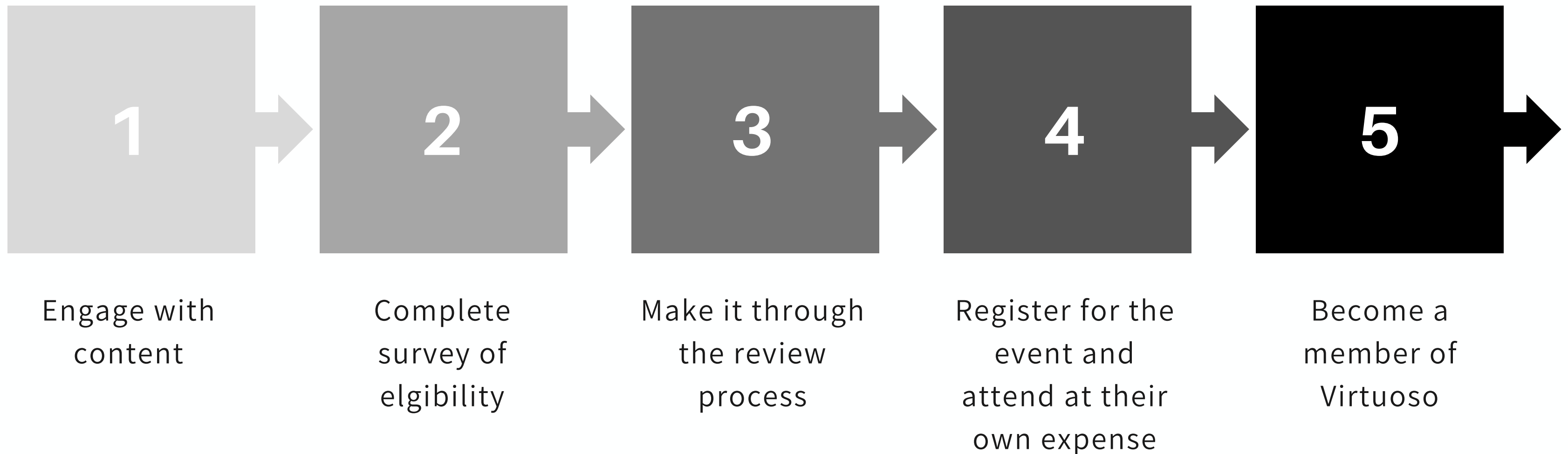
Recent Grads Interested  
in a Career in Travel



# GOALS & CHALLENGES

# Goals

FILL SEATS, WITH THE RIGHT PEOPLE, AT THE CAREER EVENT HAPPENING JUST AHEAD OF VIRTUOSO'S ANNUAL FLAGSHIP EVENT IN LAS VEGAS.



# Challenges



Attendance dropping significantly in recent years



Perception of the company as snobbish.



Getting the right people to the event



Lengthy application process

**WHAT WE DID**

# Creative Refresh



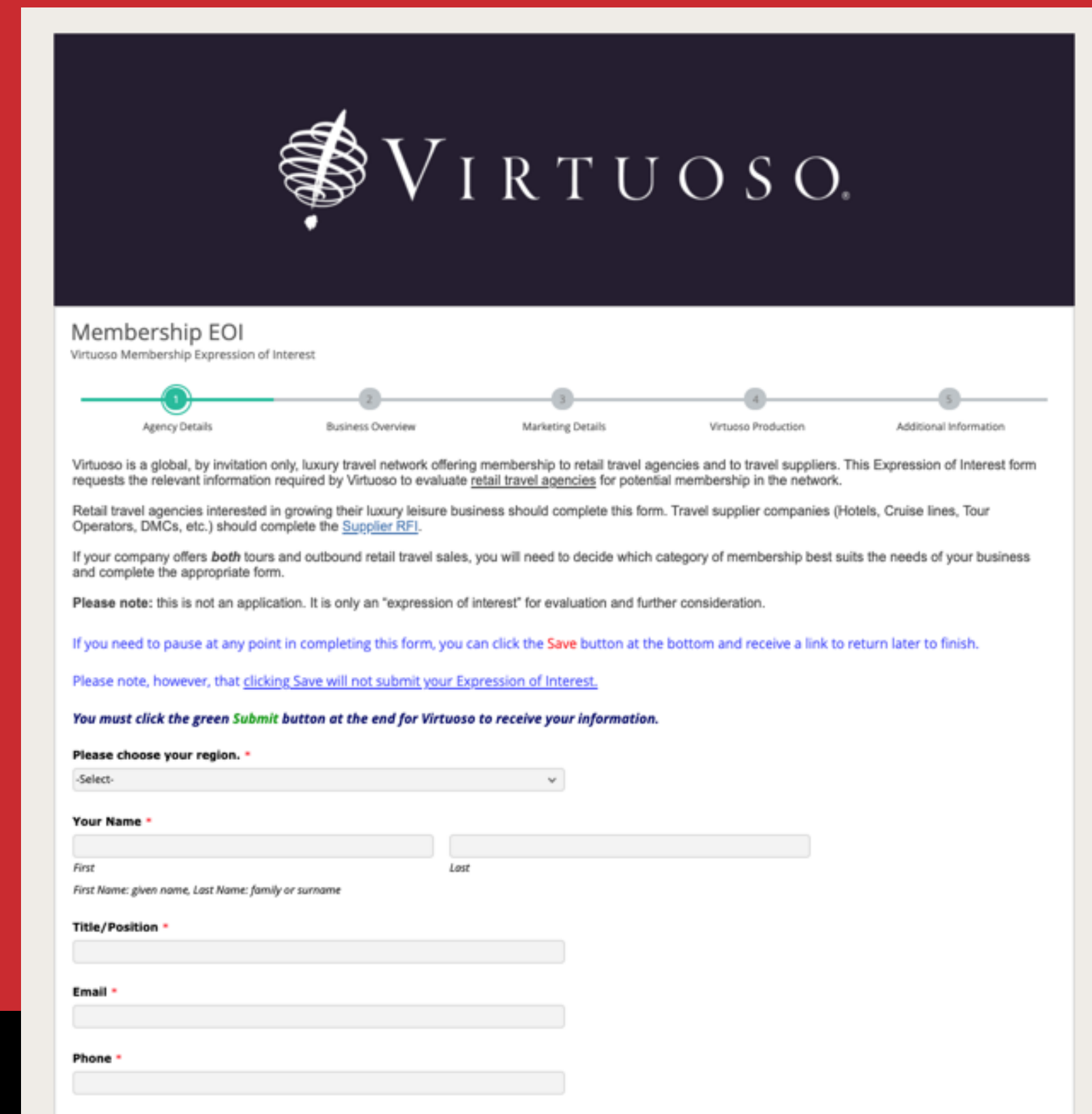
 VIRTUOSO

*Hello.*

**We'd love  
to meet you.**



# Simplified the application



**VIRTUOSO.**

## Membership EOI

Virtuoso Membership Expression of Interest

1 Agency Details 2 Business Overview 3 Marketing Details 4 Virtuoso Production 5 Additional Information

Virtuoso is a global, by invitation only, luxury travel network offering membership to retail travel agencies and to travel suppliers. This Expression of Interest form requests the relevant information required by Virtuoso to evaluate [retail travel agencies](#) for potential membership in the network.

Retail travel agencies interested in growing their luxury leisure business should complete this form. Travel supplier companies (Hotels, Cruise lines, Tour Operators, DMCs, etc.) should complete the [Supplier RFI](#).

If your company offers **both** tours and outbound retail travel sales, you will need to decide which category of membership best suits the needs of your business and complete the appropriate form.

**Please note:** this is not an application. It is only an "expression of interest" for evaluation and further consideration.

If you need to pause at any point in completing this form, you can click the **Save** button at the bottom and receive a link to return later to finish.

Please note, however, that [clicking Save will not submit your Expression of Interest](#).

**You must click the green **Submit** button at the end for Virtuoso to receive your information.**

**Please choose your region. \***

-Select- ▾

**Your Name \***

First Last

First Name: given name, Last Name: family or surname

**Title/Position \***

**Email \***

**Phone \***

# Partnered with a leading travel industry media company

- Database included detailed subscriber profiles
- Ability to suppress Virtuoso affiliated advisors
- Good editorial friend who featured Virtuoso regularly.



# The Media Buy

- 10 Weeks of Digital Ad Banners
- 6 Targeted Emails



# A Highly-Targeted Audience

- **SUBSCRIBERS**  
Over 100k verified and active selling travel agents.
- **SALES**  
\$250,000+ in annual travel sales
- **LOCATION**  
Primary agency location is in the United States and Canada
- **UNAFFILIATED**  
Not currently a member of Virtuoso or working for a Virtuoso-affiliated travel agency.

# Digital Banner Ads

Newsletter and homepage advertising



**Hello.**  
Ever thought about working for a Virtuoso member agency?  
We'd love to meet you.

**VIRTUOSO.**  
SPECIALISTS IN THE ART OF TRAVEL

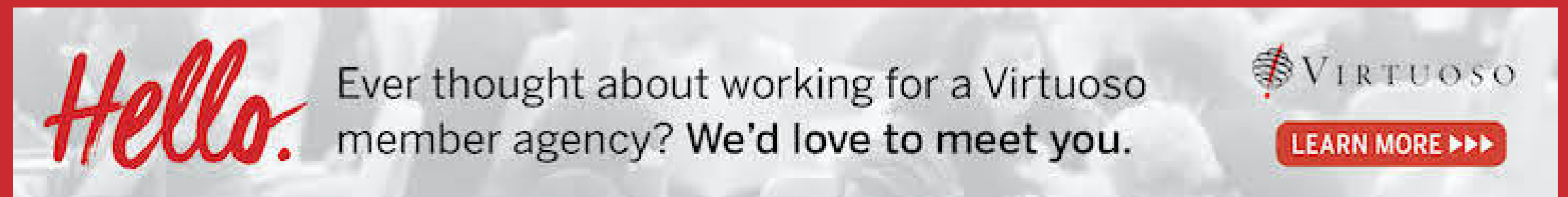
[LEARN MORE >>>](#)



**Hello.** Interested in becoming a Virtuoso member agency? We'd love to meet you!

**VIRTUOSO**

[LEARN MORE >>>](#)



**Hello.** Ever thought about working for a Virtuoso member agency? We'd love to meet you.

**VIRTUOSO**

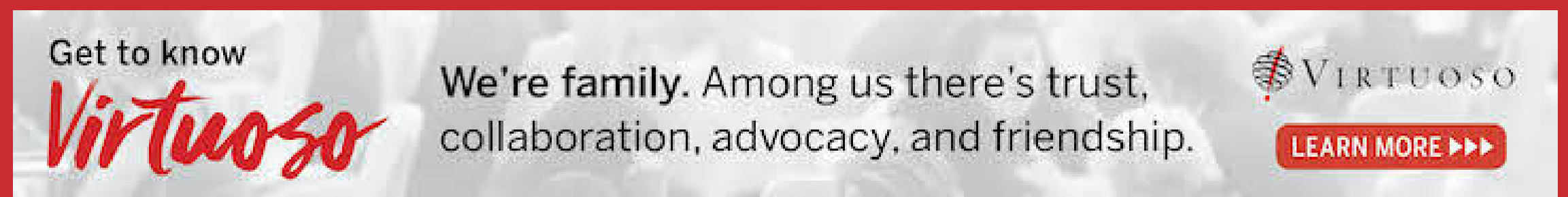
[LEARN MORE >>>](#)



**Hello.** We'd love to meet you in Las Vegas at The Virtuoso Difference Career Event.

**VIRTUOSO**

[GET STARTED HERE >](#)



Get to know **Virtuoso**. We're family. Among us there's trust, collaboration, advocacy, and friendship.

**VIRTUOSO**

[LEARN MORE >>>](#)



**Virtuoso**. The luxury network built on human connection.

**VIRTUOSO**

[GET TO KNOW US >](#)

Hello. We'd love to meet you in Las Vegas at The Virtuoso Difference Career Event. [GET STARTED HERE](#)

### Your Insider Travel Report



**MSC Opera Collides with Uniworld's River Countess at Venice Dock**  
By **James Shihnglow**, Jun 03, 2019.  
We often get asked by guests new to river cruising whether river ships ever hit each other as they navigate the rivers of Europe. The answer is it does happen but not that often—and fatal...[Read More](#)



**Insider Ship Review: Victory I Makes Her Debut on the Great Lakes**  
By **Alan Fine**, Jun 03, 2019.  
American Queen Steamboat Company's newly acquired coastal ship Victory I sailed from Chicago to Toronto with press aboard for its second voyage since a full renovation that prepared it for c...[Read More](#)



**Are Tours Actually Funny? USTOA Is About to Find Out in New Video Series**  
By **James Shihnglow**, Jun 03, 2019.  
The U.S. Tour Operators Association has launched a new "Recalculating" video series created in partnership with comedian Harrison Greenbaum as part of a new viral campaign to pro...[Read More](#)



**Guest Editorial: Grand Palladium Hotels & Resorts in Jamaica Offer Perfect Getaways for Families, Couples and Friends**



Insider Video: How Apple Vacations Has Changed After the Mark Travel Merger

Hello. We'd love to meet you.

**LET'S CONNECT**  
in Las Vegas at  
**The Virtuoso Difference Career Event.**

# Insider Travel Home Page

Ads also appeared on Insider Travel Report Newsletter

# Banner Ad Results



**319,572**

Total Agent Verified Views

**137,573**

Total Unique Agent Verified Views

**1,374**

Total Clicks:

**1,224**

New Leads



*Hello.*

We'd love to meet you.



**LET'S CONNECT** in Las Vegas at  
The Virtuoso Difference Career Event.

Come see what it means to be a part of the leading luxury travel network at **The Virtuoso Difference**, a pre-Virtuoso Travel Week event held in Las Vegas this August.

**Date:** August 10-11

**Location:** Aria Hotel & Resort and Bellagio Hotel & Resort

**Registration Cost:** \$125 per person

Space is limited. If you would like to be a part of this popular event, please share your interest in attending.

[GET STARTED -](#)



**VIRTUOSO.**  
SPECIALISTS IN THE ART OF TRAVEL

# Email

6 DEPLOYMENTS OVER AN  
8 WEEK PERIOD

# Subject Lines

A/B Tested

Want to connect in Vegas?

Interested in The Virtuoso Difference?

We'd love to meet you this summer

Want an inside look at Virtuoso Travel Week?

Open this to experience the Virtuoso Difference

Last chance to join us at The Virtuoso Difference

# Email Results

**6**

Number of Emails Deployed Over 7 Week Period

**9,000**

Number of Emails Deployed Per Send

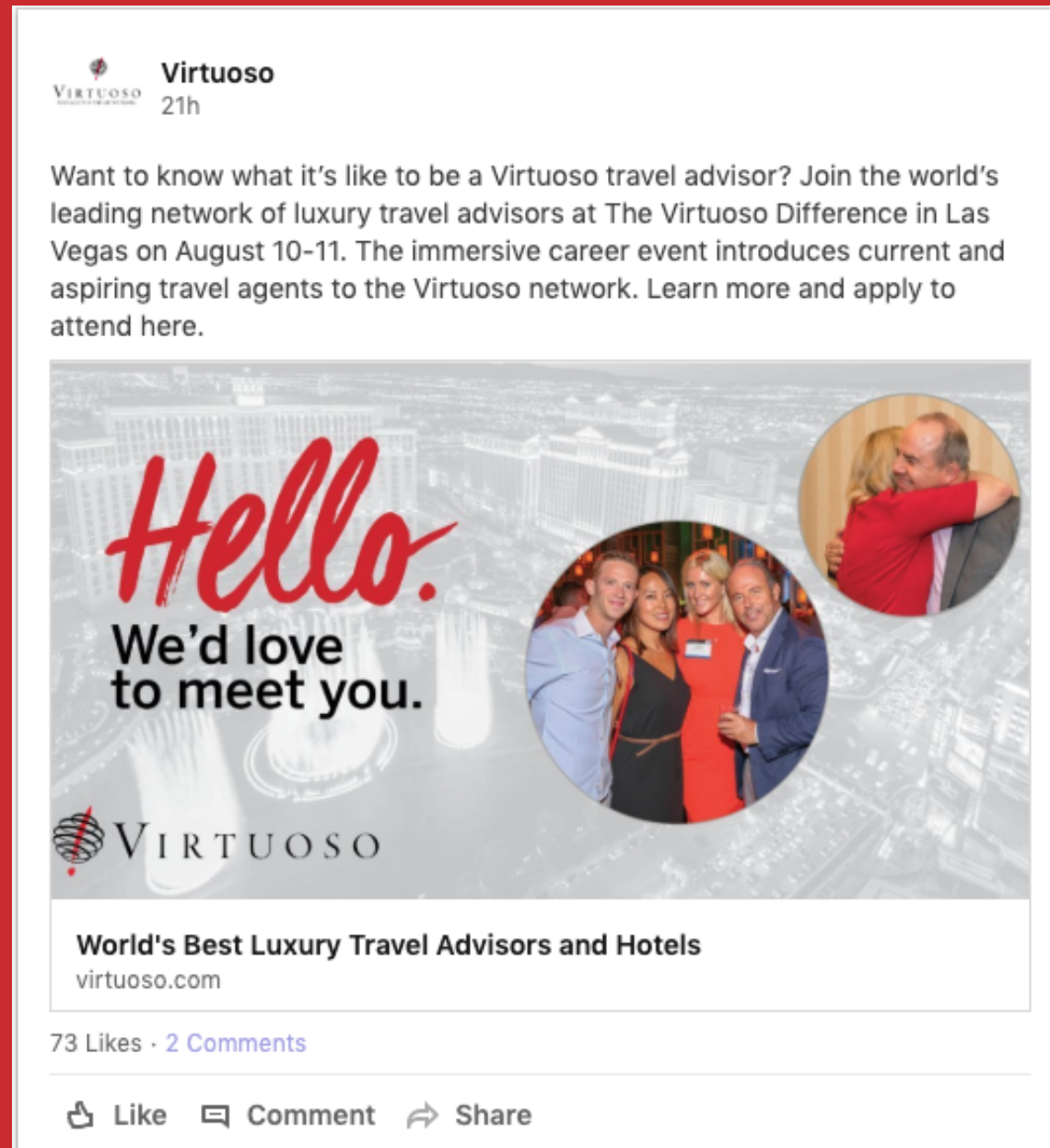
**28%**

Average Open Rate

**9%**


Click-thru Rate

# Social Media



**Virtuoso**  
21h

Want to know what it's like to be a Virtuoso travel advisor? Join the world's leading network of luxury travel advisors at The Virtuoso Difference in Las Vegas on August 10-11. The immersive career event introduces current and aspiring travel agents to the Virtuoso network. Learn more and apply to attend here.



*Hello.*  
We'd love to meet you.

**VIRTUOSO**

**World's Best Luxury Travel Advisors and Hotels**  
virtuoso.com

73 Likes · 2 Comments

Like Comment Share

LinkedIn



**Virtuoso, Ltd.** @Virtuoso · 24h

Learn how to become a luxury travel advisor at The Virtuoso Difference, a career event for those not already part of the Virtuoso network. August 10 and 11 in Las Vegas. #travelagents #traveladvisors #travelagentcareers #traveljobs  
[virtuoso.ltd/thevirtuosodif...](http://virtuoso.ltd/thevirtuosodif...)



*Hello.*  
We'd love to meet you.

**VIRTUOSO**

1 5

Twitter



**Virtuoso Travel**  
Sponsored ·

Want to know what it's like to be a Virtuoso travel advisor? Join Virtuoso – the world's leading network of luxury travel advisors – at The Virtuoso Difference in Las Vegas this August. The immersive, two-day... [More](#)



*Hello.*  
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**VIRTUOSO**

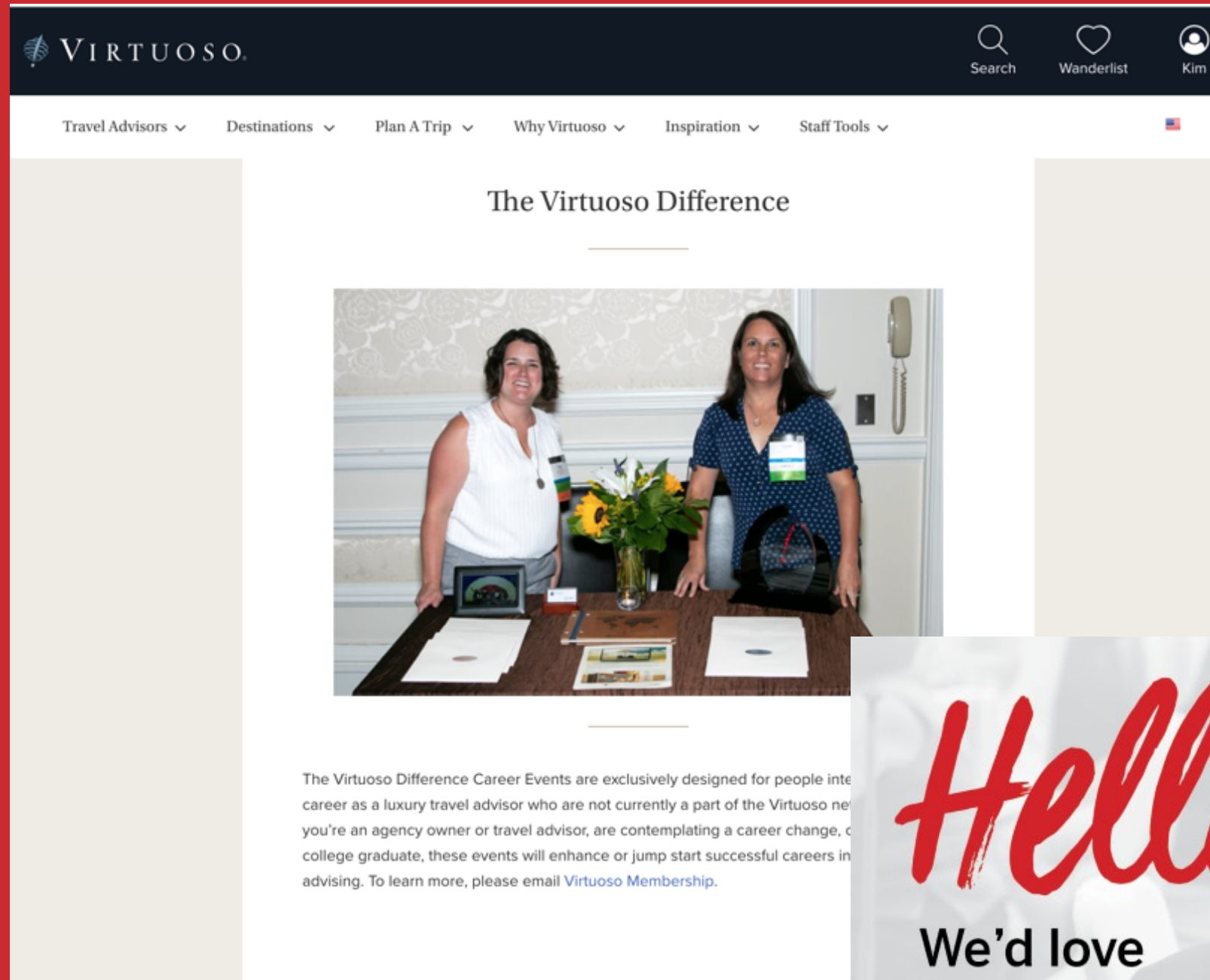
**VIRTUOSO.COM**  
**The Virtuoso Difference Career Event**  
Join us August 10 and 11 in Las Vegas.

3

Facebook (dark ad)



# Virtuoso.com



*Hello.*

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**LET'S CONNECT** in Las Vegas at  
The Virtuoso Difference Career Event.

**THE RESULT...**



# SOLD OUT

## **MAKING HISTORY**

Never in its 15 years has this event reached capacity!

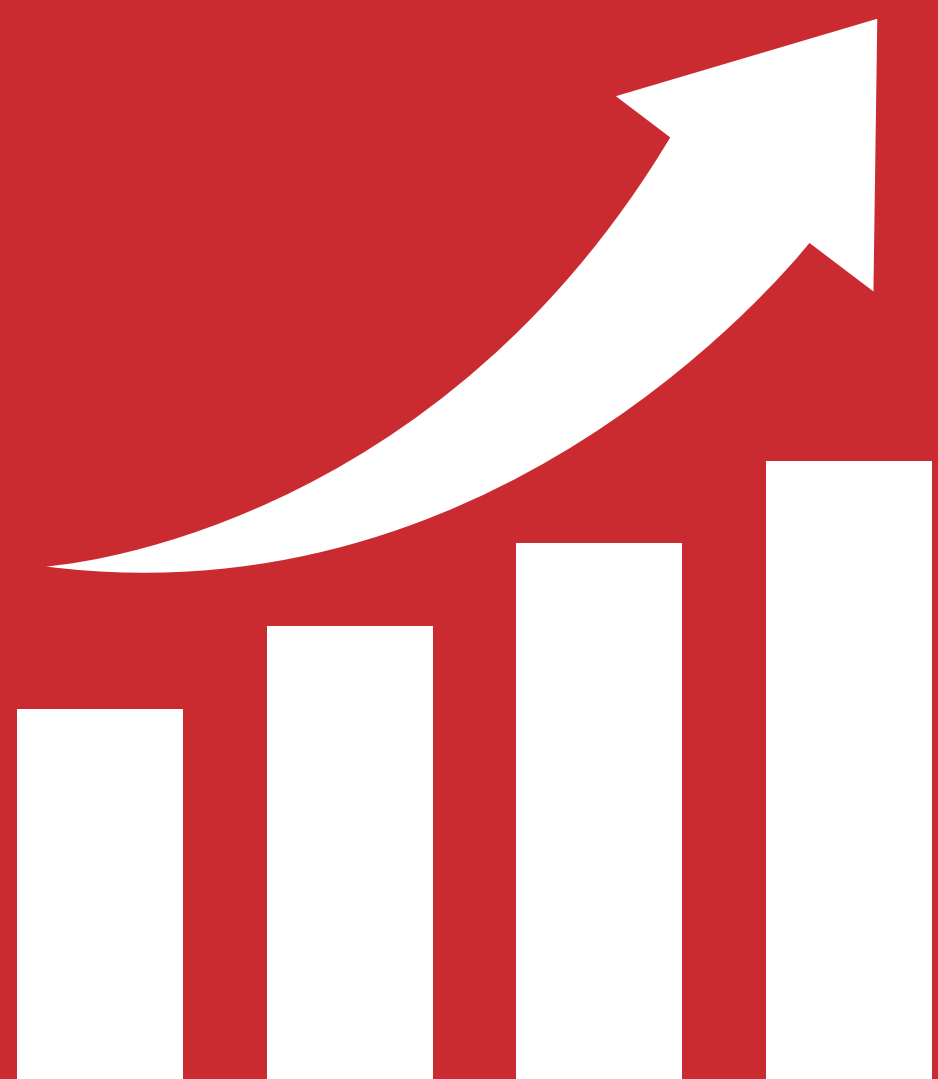
# The Event Grew From 18 Somewhat Qualified Candidates in 2018



Anita



To 53 Highly Qualified Candidates in 2019



# 194%

increase in attendees YOY from  
2018 to 2019.

# THE EVOLUTION OF THE EVENT

# New Branding

the  
*Virtuoso*  
Difference  
CAREER EVENT



# Tradeshow Promotions

the  
*Virtuoso*  
Difference  
CAREER EVENT

*Hello.*

We'd love to meet you at a  
Virtuoso Difference Career Event.

NEW YORK • DALLAS • LAS VEGAS

Interested in a career in luxury travel advising?  
**Let's connect.**

[virtuoso.com/thedifference](http://virtuoso.com/thedifference)

EXPERIENCE

## THE VIRTUOSO DIFFERENCE

AT ONE OF OUR UPCOMING CAREER EVENTS



FEBRUARY 2020  
NEW YORK, NY

APRIL 2020  
DALLAS, TX

AUGUST 2020  
LAS VEGAS, NV



Get the details



SCAN ME

[VIRTUOSO.COM/THEDIFFERENCE](http://VIRTUOSO.COM/THEDIFFERENCE)

the  
*Virtuoso*  
Difference  
CAREER EVENT

**QUESTIONS?**