

Virtuoso goes off with a bang

AUSTRALIAN Virtuoso owners and managers travelled to Honolulu for this year's annual APAC Forum where they spent a weekend being updated by the luxury brand's leadership team on the latest marketing and sales strategies, how to build strong teams, the cruise market, and took a look at how Virtuoso is continuing to strengthen its success as a global luxury brand.

With discussions held at The Halekulani, delegates had an open conversation with Virtuoso CEO & Chairman, Matthew Upchurch and enjoyed receptions at Virtuoso partner properties including The Modern Honolulu, The Royal Hawaiian and the Kahala Hotel and Resort.

The events, held over the weekend of 29-30 Apr, also included the annual Virtuoso Asia Pacific Awards for production, growth and engagement where winners included:

Cruise : Supplier Production – Seabourn, Supplier Growth – Regent Seven Seas Cruises, Member Production – Savenio and Member Growth – Allure Travel by CTM.

Hotels & Resorts : Supplier Production- Halekulani, Supplier Growth – Four Seasons Resort Hualalai, Member Production – Goldman Travel Corporation, Member Growth – Ovation Travel & Cruise Planners.

Destinations & Experiences : Supplier Production – Tauck, Supplier Growth – IC Bellagio, Member Production – MTA – Mobile Travel Agents and Member Growth – Spencer Travel.

Engagement : APAC Supplier- qualia, Hamilton Island and Member - Country Holidays.

BELOW: Virtuoso CEO Matthew Upchurch presents the Hotels & Resorts production award to a very Hawaiian Anthony Goldman of Goldman Travel Corporation.



ABOVE: Penny Spencer from Spencer Travel with her award for Destinations & Experiences member growth.



ABOVE: Beth Butzlaff and Michael Londregan from Virtuoso present the award for Cruise supplier growth to Lisa Pile and Steve Odell of Regent Seven Seas Cruises.



ABOVE: Savenio's Elizabeth Clarke and David Brandon took home the award for Member Production, Cruise.



ABOVE: Gil McLachlan's Ovation Travel & Cruise won the Hotels & Resorts member growth award.



ABOVE: Don Beattie from MTA accepts the award for Destination & Experiences member production.



LEFT: The Virtuoso Asia Pacific Luxury Awards Gala Dinner.



ABOVE: Agents strike a pose!