

Tourism Board

Partnership Model

2025

The **Virtuoso Partnership Model** has been thoughtfully designed to cater to our valued Partners, ensuring that we meet you where you are in your partnership journey with Virtuoso. We believe in helping our Partners make the most of their collaboration with us.



KEY COMPONENTS OF PARTNERSHIP

Partnership Levels

We offer different partnership levels to accommodate Partners with varied business goals within their Virtuoso journey. 2025 levels are based on your total network engagement with Virtuoso in 2024. Each level has specific **Network Engagement Criteria** that Partners can strive to meet based on participation in Communities, Events, Marketing, Training, and Sponsorships.

2025 LEVEL	2024 NETWORK ENGAGEMENT CRITERIA
Level 1	\$50,000 - \$100,000
Level 2	\$100,001 - \$200,000
Level 3	\$200,001 - \$450,000
Level 4	\$450,001 +

Bonus Engagement Opportunities

There are pathways for advancement that do not require a direct investment and provide Partners with additional avenues to advance to a higher level. Partners that accumulate **5 points** based on the qualifying activities will advance one level. Points are accumulated based on bonus engagement opportunities completed within 2024.

2024 BONUS ENGAGEMENT OPPORTUNITY	POINTS*
Virtuoso Award Winner <i>Awarded at 2024 Virtuoso Travel Week. 1 point per Virtuoso Award win. Maximum earning potential of 2 points.</i>	1
2024 Virtuoso Travel Week Key Sponsor <i>Opening Session or Gala Dinner</i>	2
2024 Virtuoso Symposium Key Sponsor <i>Opening Session or Farewell Dinner</i>	1
2024 Virtuoso Event Key Sponsor <i>Forum Opening Session (any region), On Tour Opening Session (any region), Pinnacle Lounge (Virtuoso Travel Week), Preferred Partner Lounge (Virtuoso Travel Week)</i>	1/2

2024 BONUS ENGAGEMENT OPPORTUNITY	POINTS*
2024 Virtuoso Chairman's Event Host <i>Hosting tourism board, accommodation providers, and local experience providers</i>	3
2024 Virtuoso Symposium Event Host <i>Hosting tourism board and accommodation providers</i>	2
Virtuoso Exclusive Partner <i>Based on 2024 Virtuoso Preferred Partner Agreement (cannot contract with other consortia programs)</i>	2

* Partners without network engagement are not eligible to earn points.

Benefits

Partners at each level gain access to a range of benefits and resources to enhance their collaboration with Virtuoso.

CORE BENEFITS for all Preferred Partners					
	Access to Virtuoso.com (Agency and Advisor Directory, Information Pages, Dashboard)	Exposure on Virtuoso.com (Supplier Profile, News Articles)	Eligibility for Virtuoso Network Awards	Access to Virtuoso Wanderlist®	Access to Virtuoso Service Center

	BENEFIT	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
PARTNERSHIP	Access to Virtuoso Account Management Services	<input checked="" type="checkbox"/>			
	Dedicated Virtuoso Account Management		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Strategic Account Management including Quarterly Consultative Meetings				<input checked="" type="checkbox"/>
NETWORK ENGAGEMENT OPPORTUNITIES	Access to Communities, Events, Marketing, Training, Sponsorships	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Quarterly Preferred Partner Town Hall Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Exclusive Quarterly Webinars with Virtuoso Executives				<input checked="" type="checkbox"/>
	Access to Marketing Planning Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Access to Ongoing Strategic Marketing Sessions				<input checked="" type="checkbox"/>
	Inclusion in Innovative Product Testing			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Customizable Event Sponsorship Bundling Options via Consultative Strategy Session			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Priority Access for Virtuoso Events				<input checked="" type="checkbox"/>
	Preferential Consideration for Communities, Marketing, Training, and Sponsorships				<input checked="" type="checkbox"/>
	Guaranteed Virtuoso Travel Week Registration with Complimentary Appointment Track				<input checked="" type="checkbox"/>
	Preferential Consideration for Inclusion in Press Events & Opportunities				<input checked="" type="checkbox"/>
	Preferential Consideration for Virtuoso Event Requests (i.e. Gala Dinner, Hotel Preference, Lounge Requests, etc.)				<input checked="" type="checkbox"/>
	Appreciation & Recognition Reception at Virtuoso Travel Week with 100+ Top Advisors				<input checked="" type="checkbox"/>
	Other Exclusive Opportunities as Available				<input checked="" type="checkbox"/>
DATA INSIGHTS (see following page for reporting details)	Baseline Reports	<input checked="" type="checkbox"/>			
	Standard Reports		<input checked="" type="checkbox"/>		
	Enhanced Reports			<input checked="" type="checkbox"/>	
	Premium Reports				<input checked="" type="checkbox"/>

Data Insights Per Level

LEVEL 1

BASELINE REPORTING

- › **Virtuoso Agency Data Sync Report:** Comprehensive view of the number of agencies per member sales region that provide production data to Virtuoso, which impacts the insights and information made available in other reports.
- › **Virtuoso Destination Sales Report:** Virtuoso agency-reported production of air, hotel, and on-site sales in destination for current YTD plus past 3 years.
- › **Virtuoso Passenger Report:** Virtuoso agency-reported count of passengers based on air, hotel, and on-site sales over past for current YTD plus past 3 years.
- › **Virtuoso Hotel Average Daily Rate Report:** Comparison report of preferred vs. non-preferred total hotel average daily rate (ADR) in destination for current YTD plus past 3 years.
- › **Virtuoso Hotel Room Nights Report:** Virtuoso hotel room nights in destination for current YTD plus past 3 years.

LEVEL 2

STANDARD REPORTING

All Baseline Reports, plus:

- › **Virtuoso Top 20 Agencies Report:** Top 20 parent agencies over past 12 months based on total destination sales.
- › **Virtuoso Top 20 Hotel Properties Report:** Top 20 preferred and non-preferred hotel properties in destination over past 12 months based on total booking amount.
- › **Virtuoso Preferred Hotel Report:** Percentage of Virtuoso preferred hotel properties in destination over past 3 years, by both hotel production and hotel room nights.

LEVEL 3

ENHANCED REPORTING

All Baseline Reports, plus:

- › **Virtuoso Top 20 Agencies Report:** Top 20 parent agencies over past 12 months based on total destination sales.
- › **Virtuoso Top 20 Hotel Properties Report:** Top 20 preferred and non-preferred hotel properties in destination based on total booking amount.
- › **Virtuoso Preferred Hotel Report:** Percentage of Virtuoso preferred hotel properties in destination over past 3 years, by both hotel production and hotel room nights.

LEVEL 4

PREMIUM REPORTING

All Baseline Reports, plus:

- › **Virtuoso Top 20 Agencies Report:** Top 20 parent agencies over past 12 months based on total destination sales.
- › **Virtuoso Top 20 Hotel Properties Report:** Top 20 preferred and non-preferred hotel properties in destination based on total booking amount.
- › **Virtuoso Preferred Hotel Report:** Percentage of Virtuoso preferred hotel properties in destination over past 3 years, by both hotel production and hotel room nights.
- › **Q4 Beta-Test of Annual Destination Report:** Beta-test live access to a comprehensive online destination report of hotel sales, hotel room nights, hotel % preferred, air sales, and on-site sales drilled down on a more geographically granular level i.e. by state/province.

Your Account Manager's Role

Your dedicated Account Manager is here to be your trusted guide through your Virtuoso Partnership. They will work closely with you to ensure you fully understand your benefits, assist you in reaching your desired level, and help you maximize the value of your partnership with Virtuoso.