

TRAVEL WEEKLY ASIA

MAKING A DIFFERENCE

Tour Operators Follows the brand's 2014 move into the European and UK market

Virtuoso expands in Asia with new members

By Travel Weekly Asia / September 25, 2015



Charlotte Harris (centre) of Charlotte Travel, has been operating a boutique, family owned agency in Hong Kong for over 14 years and says the Hong Kong travel market is huge.



“We are delighted to announce that we have invited five new Virtuoso members from Hong Kong and Singapore to join Virtuoso. These new members mark the launch point for our Asia strategy which is an important part of our ongoing global expansion,” Londregan said.

Virtuoso Asia Pacific managing director, Michael Londregan, has welcomed five new member agencies who will mark the launch of the Virtuoso luxury travel network in the Asian market.

“We are delighted to announce that we have invited five new Virtuoso members from Hong Kong and Singapore to join Virtuoso. These new members mark the launch point for our Asia strategy which is an important part of our ongoing global expansion,” Londregan said.

“After an extensive market review, done in collaboration with our Virtuoso supplier partners, we provided invitations to Country Holidays, Jebesen Travel Group, Charlotte Travel, Luxe Travel and Quotient Travel Planner – these travel businesses will now join our Virtuoso Asia Pacific region.

“The Asia marketplace is scheduled to become an increasingly powerful force in the luxury travel market and Virtuoso is very excited to be developing our brand in Asia with these established and highly regarded members.”

Charlotte Harris of Charlotte Travel, has been operating a boutique, family owned agency in Hong Kong for over 14 years and says the Hong Kong travel market is huge.

“Our clients range from the Hong Kong expats who want a luxury holiday to the Hong Kong internationals who grew up where getting on a plane is like getting on a bus to the Hong Kong locals who will splurge on yearly, one off, experiential luxury trips and the mainland Chinese who are on a whole other scale of luxury.

“This partnership will really benefit Charlotte Travel by enabling us to provide greater value for our clients who are not necessarily price sensitive, but who want more than just travel advice and to be treated like VIPs whilst they are away too.

“Virtuoso gives us an edge and helps us provide the real luxury and bespoke experience many of our clients are after.

Londregan said the Virtuoso’s expansion into Asia comes following the announcement earlier this year that identified Australia as the new regional headquarters for the Asia Pacific Virtuoso network. This precedes the brand’s 2014 move into the European and UK market.

“Australia provides the essential platform for our business to grow in Asia and we have received strong encouragement from our hotel, cruise and tour suppliers who have also identified the enormous potential.

“The growth of Virtuoso in the Asia Pacific region proves that demand for service from expert travel advisors and experiential travel that is unique and bespoke is a global reality and Virtuoso is perfectly placed to help agencies and advisors move with the demand.”



Copyright © 2015 Northstar Travel Media, LLC. All Rights Reserved.

Northstar Travel Media Singapore Pte Ltd

91 Bencoolen Street #05-08

Singapore 189652

Contact number: [+65 6801 0450](tel:+6568010450)