

TRAVEL AND HOSPITALITY

Virtuoso takes more offerings to the sea with new cruise partnership

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Aurora Expeditions is the latest addition to Virtuoso's curated list of luxury travel partners. Image credit: Aurora Expeditions

By LUXURY DAILY NEWS SERVICE

High-end hospitality network Virtuoso is expanding its sea offerings through its new partnership with cruise company Aurora Expeditions.

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Virtuoso will be highlighting the Australian cruise company's offerings which specialize in small group, expedition-style travel to some of the world's most visually stunning destinations. The new offerings are by invitation only, merging Aurora Expeditions with Virtuoso's list of travel advisors that covers more than 50 countries.

"Becoming part of Virtuoso's global network is a milestone accomplishment for Aurora Expeditions," said Monique Ponfoort, CEO of Aurora Expeditions, in a statement. "We've been afforded the opportunity to work with their incredibly talented and reputable member agencies in other areas of the world such as the Asia-Pacific, and our home country of Australia, so adding the Global Team and its adventurous client base to the mix is a true honor for us."

Exploring the world

Through the new partnership, Virtuoso travel advisors will be able to access the Aurora Expeditions profile which includes voyages, pricing sheets, images, trip notes and other relevant materials through their portal.

Through Aurora, travelers have ventured to notable destinations including Antarctica, South Georgia and the Falklands, the Arctic, Alaska, the Russian Far East, Costa Rica, Baja California and West Papua.

Aurora's second purpose-built expedition ship has been named after the acclaimed marine biologist and oceanographer, Dr. Sylvia Earle

The Australian cruise company is also announcing its maiden voyage, The Sylvia Earle, named after world-renowned oceanographer Dr. Sylvia Earle, adding its new offerings to Virtuoso's curated list of luxury travel partners that also includes airlines, tour operators, tourism boards and more.

"Virtuoso is thrilled to expand our relationship with Aurora Expeditions to now include a reach that goes beyond our initial offerings to the Asian-Pacific market," said Beth Butzlaff, vice president of global partner relations at Virtuoso,

in a statement. "Aurora's passion for adventure, one of the leading drivers of post-pandemic travel, conservation and perspective-altering experiences, are what our advisors and their clients continue to seek out and embrace with open arms."

In 2019, Virtuoso introduced a new planning platform devoted to clients' long-term travel goals.

Virtuoso's Wanderlist supports the relationship between advisor and client with a new visual tool for planning dream trips. Instead of focusing on one trip at a time, Wanderlist provides a future view and encourages clients to be more involved in the planning process ([see story](#)).

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