

TRAVEL AND HOSPITALITY

## Virtuoso explores the great beyond with Virgin Galactic

July 22, 2022



*Those who participate in this package will have quite the extensive and educational experience. Image credit: Virgin Galactic*

By LUXURY DAILY NEWS SERVICE

High-end hospitality network Virtuoso is taking its network benefits out of this world, offering seats for Virgin Galactic's spaceflight to its global client base.

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In keeping up with the booming industry of space tourism, Virtuoso is bringing the sector into its portfolio, continuing the aim of offering affluent unprecedented luxury experiences. Participants, referred to as "Future Astronauts," will have access to the flagship membership community. The membership includes exclusive global trips and activities, making the new addition the ultimate well-rounded luxury experience.

"Virtuoso is excited to welcome Virgin Galactic back into our partner portfolio and to offer our clients a travel experience like no other," said Matthew D. Upchurch, chairman and CEO of **Virtuoso**, in a statement.

"As a Future Astronaut myself, I can speak firsthand to the curated, high-touch and one-of-a-kind journey Virgin Galactic offers, as well as the community it cultivates."

### Luxury in space

Those who participate in this package will have quite the extensive and educational experience. Firstly, they will enjoy a space flight, which promises to be not only one of a kind but also to curate a sense of community.

The experience then comes to a head with a multi-day, all-inclusive astronaut training and hospitality program for the participant and their three guests at Virgin Galactic's campus.



*Several organizations are willing to bring consumers to space as long as they have the cash. Image credit: Wundeman Thompson/NASA*

A seat for this experience is \$450,000.

"Travel transforms us and pushes us out of our comfort zone," Mr. Upchurch said. "For our advisors who have clients seeking pioneering, transformational travel, a Virgin Galactic spaceflight is the ultimate experience."

In this day and age, the idea of traveling to space as a simple fee-paying passenger is no longer out of this world.

Several tech moguls such as Amazon's Jeff Bezos and Tesla and SpaceX CEO Elon Musk as well as Virgin CEO Sir Richard Branson have gravitated towards space tourism, creating a need where little existed a decade ago. As billionaires and others continue forming and promoting space travel organizations, it is becoming clear that leaving planet Earth will also be an opportunity for affluent consumers who are willing to pay for it ([see story](#)).

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