

The Travel Society Goes 'Shopping for Travel' at Virtuoso Travel Week 2026

Internationally recognized boutique host agency strengthens supplier ties, expands advisor resources, and supports growth at luxury travel's premier event.

DENVER, CO, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- As the global luxury travel industry convenes for [Virtuoso](#) Travel Week 2026, [The Travel Society](#) is strengthening the relationships, partnerships and advisor resources that continue to differentiate its boutique host agency model and create new opportunities for independent travel professionals.



Held August 8–14 in Las Vegas, Virtuoso Travel Week brings together the world's leading luxury travel advisors, agency executives and preferred travel partners for one of the industry's most influential annual events. For The Travel Society, the conference represents far more than a week of appointments—it is an opportunity to deepen strategic partnerships, identify emerging travel trends and equip advisors with the knowledge, connections and exclusive experiences that elevate client service.

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"We like to say we're going shopping for travel," said Randy Yaroch, Owner and CEO of The Travel Society. "Virtuoso Travel Week gives us direct access to the best luxury travel brands in the world. We're looking for the next great hotel, cruise experience, destination partner or insider opportunity that will help our advisors create even more remarkable experiences for their clients. Every meeting is an opportunity to bring something valuable home that elevates client service.

The agency enters Virtuoso Travel Week following another year of significant momentum. Earlier this year, Travel Weekly ranked The Travel Society No. 59 on its prestigious Power List, recognizing the company's continued growth, expanding luxury partnerships and advisor-first

business model. Today, 38 percent of the agency's independent advisors generate more than \$1.25 million in annual sales, while 15 percent exceed \$3.1 million—demonstrating the success of a collaborative model built around experienced travel professionals.

Throughout the week, The Travel Society's leadership team and advisors will participate in one-on-one appointments with preferred suppliers, destination partners, luxury hotel brands, cruise lines, tour operators and tourism organizations. These meetings provide firsthand access to new products, exclusive experiences, preferred amenities and emerging destinations that advisors can incorporate into future client itineraries.

Before the conference officially begins, advisors will gather for an exclusive dinner hosted by Explora Journeys, Tauck and Marriott International Luxury Brands – Caribbean & Latin America. The invitation-only event will provide advisors with direct access to senior supplier executives in an intimate setting designed to foster meaningful conversations, strengthen long-term partnerships and explore new opportunities for collaboration.

The participating brands represent several of luxury travel's fastest-growing sectors. Explora Journeys continues to redefine modern luxury ocean travel, Tauck remains a global leader in guided journeys and river cruising, while Marriott International Luxury Brands – Caribbean & Latin America offers an exceptional portfolio of luxury hotels and resorts throughout one of the world's most sought-after regions.

"We're grateful to our supplier partners for investing in our advisor community," Yaroch said. "The strongest partnerships are built long before a client books a trip. They are developed through conversations, shared ideas and a mutual commitment to delivering extraordinary travel experiences."

As luxury travelers increasingly seek customized itineraries, exclusive access and highly personalized service, the value of trusted advisor relationships has never been greater. Whether designing multi-country journeys, coordinating complex family celebrations or arranging once-in-a-lifetime expeditions, advisors rely on firsthand product knowledge and strong supplier relationships to create exceptional experiences while advocating for their clients before, during and after every trip.

That philosophy continues to guide The Travel Society's advisor-first approach.

Founded in 1986, The Travel Society combines the personalized culture of a boutique host agency with the global buying power and preferred partnerships of a Virtuoso member agency. Independent advisors benefit from preferred supplier programs, marketing support, business coaching, professional development, collaborative networking, modern technology and direct access to an experienced leadership team that remains actively engaged in advisor success.

Rather than simply providing booking tools, The Travel Society encourages advisors to develop

lasting relationships with supplier partners, destination experts and fellow travel professionals—relationships that create better client outcomes and stronger long-term business growth.

"Today's advisors are looking for more than a host agency," Yaroach said. "They want leadership that is accessible, supplier relationships that open doors, technology that supports their business and a community that genuinely invests in their success. Those are the principles that have defined The Travel Society for four decades and continue to drive our growth today."

The agency has continued investing in technology, operational support and advisor resources while maintaining the personalized service and collaborative culture that distinguish boutique organizations. That balance has helped The Travel Society attract experienced advisors seeking the flexibility of independent business ownership without sacrificing the resources typically associated with much larger organizations.

The conversations taking place throughout Virtuoso Travel Week will help shape advisor education, supplier engagement and client offerings well into 2027. By returning with deeper relationships, enhanced destination expertise and expanded luxury partnerships, The Travel Society's advisors will be positioned to deliver even greater value to travelers seeking extraordinary experiences around the world.

For independent travel professionals evaluating the next stage of their careers, The Travel Society believes those same investments in relationships, leadership and advisor support offer a compelling foundation for long-term success. As the luxury travel marketplace continues to evolve, the agency remains focused on helping advisors build thriving independent businesses backed by one of the industry's most respected boutique host organizations.

About The Travel Society

Founded in 1986, The Travel Society is a privately owned boutique host travel agency and a member of Virtuoso, the leading global network specializing in luxury and experiential travel. Headquartered in Greenwood Village, Colorado, the company supports a nationwide community of independent travel advisors through preferred supplier relationships, professional development, innovative technology, personalized business guidance and direct access to experienced leadership. Its advisor-first philosophy and Boutique Culture with International Reach continue to help experienced travel professionals grow successful independent businesses while delivering exceptional travel experiences for clients worldwide.

Randy Yaroach

The Travel Society

+1 303-988-0505

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