



VIRTUOSO® HONORS FAY COHEN WITH A 2011 'VIRTUOSO AWARD'

Fay Cohen Named Most Admired Advisor – Australia/New Zealand by Prestigious Travel Network

Leading luxury travel network, Virtuoso®, honored **Fay Cohen of Travel Phase**, with a 2011 'Virtuoso Award' for **Most Admired Advisor – Australia/New Zealand**, a prestigious distinction offered to only a handful of network participants. Fay joined other honorees that included top-performing travel advisors from North America, Latin America, the Caribbean and Australia/New Zealand, as well as outstanding cruise lines, airlines, specialty services, on-sites and tour operators.

Award recipients were determined based on two sets of criteria: minimum production requirements evaluated throughout 2010 or peer-to-peer assessment within the network. A record number of votes from 904 advisors and 478 travel providers determined the award winners who garnered this coveted recognition from their peers (travel advisors voted for travel providers, travel providers voted for advisors). **Fay** was selected above other nominees as the very best in a given category, demonstrating dedication, innovation, hospitality and overall performance.

Virtuoso CEO, Matthew D. Upchurch, and President/COO, Kristi Jones, revealed the 'Virtuoso Award' winners on August 18, 2011 during the Gala dinner at Virtuoso's 23rd annual Travel Mart conference. Nearly 1,700 elite travel advisors and more than 1,600 executives and representatives from some of the world's best travel companies, all of whom belong to the Virtuoso luxury travel network, participated in the travel industry's top networking event, which took place August 14-19 at the Bellagio in Las Vegas. In total, the conference attracted approximately 3,700 attendees – the largest turnout in the conference's 23-year history – from 90 countries around the globe.

2011 Virtuoso Awards – Member Category: (Virtuoso travel providers vote for Virtuoso travel advisors)

Recognizes the travel advisor who exemplifies the highest standards of the profession in skill, performance and conduct.

Most Admired Advisor – Australia/New Zealand:

Fay Cohen – Travel Phase, Double Bay, New South Wales, Australia

Most Admired Advisor – Latin America/Caribbean/Bermuda:

Frederico Fajardo – Fred Tour Agencia de Viagens E Turismo, Belo Horizonte, Minas Gerais, Brazil

Most Admired Advisor – USA/Canada:

Kay Merrill – Andavo Travel, Larkspur, California, USA

About Travel Phase www.travelphase.com.au

Travel Phase is a fully licensed, boutique travel agency. We specialise in travel solutions for high-end corporate and individual clients. Our small, friendly team of dedicated industry professionals combines over 80 years of industry experience to service and support the complete travel needs of our discerning client-base. Wholly Australian-owned and managed, Travel Phase was established in 1992 by its principal Fay Cohen. Fay has an extensive travel industry background and a strong client following, including prominent business and political leaders. Travel Phase has developed an enviable reputation for excellence, and now includes six full-time travel consultants providing highly personalised, discreet and efficient service from its elegant premises in Double Bay's prestigious Transvaal Avenue.

About Virtuoso:

Virtuoso® is the industry's leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,200 of the world's best travel providers and premier destinations. The network's member agencies generate over \$5.1 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. To view Virtuoso's latest video content, visit <http://www.youtube.com/user/VirtuosoTraveler>.