



**VIRTUOSO® MEMBER MICHELLE HOLMES, CTC, OF  
TRAVEL AND TRANSPORT, INC. IN OMAHA, NE  
SELECTED AS VIRGIN GALACTIC ACCREDITED SPACE AGENT**

LOCAL TRAVEL ADVISOR NAMED ONE OF ELITE FEW TO SELL SEATS ABOARD  
SIR RICHARD BRANSON'S COMMERCIAL SPACE VENTURE

**OMAHA, NE** (Spring 2011) With every day bringing the dream of space travel one step closer to reality, Virtuoso® and Virgin Galactic teamed up to add more Accredited Space Agents (ASAs) to its existing sales force. Michelle Holmes, General Manager, Travel and Transport Vacations, a Virtuoso member agency headquartered in Omaha, NE, has been selected as one of an elite group of travel advisors who are specially trained to sell the most exciting new adventure in travel: suborbital flights aboard Sir Richard Branson's commercial space venture. Holmes joins an existing group of 72 Virtuoso ASAs – the only travel advisors throughout the entire Americas who have this distinction. Holmes is also the first accredited space agent in the Nebraska/Iowa territories.

Holmes is part of a small group who were hand-selected by Virgin Galactic to sell the seats, which go for \$200,000 a ticket. Virtuoso determined its new recruits through a two-step process to ascertain each candidate's potential to sell these one-of-a-kind flights. After submitting an initial online application, Holmes submitted a proposal outlining how she planned to produce space sales. Other criteria included a proven track record in selling Virtuoso preferred supplier product, client demographics, market location/penetration, marketing and public relations acumen, and - most importantly - a demonstrated passion for space travel.

Holmes recently participated in an intensive training session at Virtuoso's Fort Worth, Texas office, which will allow her to bring this opportunity to existing and prospective clients. "It is exciting to be part of this incredible program," Holmes said. "To be involved with Virgin Galactic's training was a wonderful experience of it's own. I can only imagine how it will be to soar to suborbital heights and how breathtaking it will be. This is a life experience that will be a reality soon. It's no longer a dream," Holmes stated.

"The Virtuoso advisors who are selected as ASAs have an opportunity to be on the forefront of one of travel's most significant breakthroughs," says Matthew D. Upchurch, CTC, CEO of Virtuoso and Virgin Galactic 'Founder' Passenger. "Virgin Galactic – an organization with enormous name recognition – has entrusted travel advisors with the sales of its pioneering project. This recognition raises the bar for all travel advisors by highlighting the value that advisors like Michelle Holmes provides to their clients. Virgin Galactic continues to cross major milestones that bring us closer to realizing space travel, and Michelle and her future astronaut clients will be part of this historic journey."

Carolyn Wincer, Head of Astronaut Sales for Virgin Galactic, commented, “Adding new ASAs like Michelle will prove beneficial for the entire Virgin Galactic program. Not only does it strengthen the existing ASA program, it builds awareness for the project and brings the opportunity to more future astronauts. We are confident Michelle’s participation will be an asset.”

Virgin Galactic is the commercial space project currently in development by Sir Richard Branson’s Virgin Group. With its a specially built spacecraft currently undergoing successful test flights, Virgin Galactic leads the way in private space tourism. Virtuoso’s ASAs recently hit the \$10 million mark in space travel sales, with demand continuing to build with every milestone reached.

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### **About Travel and Transport**

Travel and Transport Vacations is a division of Travel and Transport, a full service travel management company. For over 64 years, Travel and Transport Vacations has been assisting travelers in planning exclusive destination experiences. Travel and Transport, Inc., a 100% employee-owned company headquartered in Omaha, Nebraska, was founded in 1946 and has locations in 38 states. For more information, please visit [www.tandt.com](http://www.tandt.com).

### **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 1,000 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. Virtuoso is the exclusive network of travel services and benefits provided by MasterCard® for participating World Elite MasterCard® programs. For more information, please visit [www.virtuoso.com](http://www.virtuoso.com). To see Virtuoso’s latest video content, visit <http://www.youtube.com/user/VirtuosoTraveler>.

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