



**DAVID MORRIS INTERNATIONAL ACCEPTED INTO THE PRESTIGIOUS  
LUXURY TRAVEL NETWORK VIRTUOSO®**

**NEW YORK (December 15, 2009)** – David Morris International (DMI), an expert in marketing cruise-based experiential travel, is proud to announce its prestigious acceptance into the by-invitation-only luxury travel network Virtuoso®. Following a recent approval by the Virtuoso Membership Committee, DMI will become an official Virtuoso preferred supplier on January 1, 2010, offering travelers exclusive cruise and land programs of outstanding value. Developed exclusively for Virtuoso, these programs will be created and marketed by DMI under the brand name *Journeys by Design*.

In keeping with Virtuoso's exclusive portfolio, *Journeys by Design* will offer upscale programs that consist of exceptional, unique experiences; unpublished, private offers; and/or packages of outstanding value. The custom programs will not exist outside of the Virtuoso network and will not be available to non-Virtuoso clients at the listed price.

"Virtuoso has always been an integral part of our company right from the start of the initial planning of our business model," said David Morris, President of David Morris International. "All of us at DMI were beyond thrilled when the Membership Committee's unanimous vote came through and realized the 'out of the box' perspective and vision that they shared to make it happen."

Initial offerings will include cruise and land programs featuring Paul Gauguin, Windstar, Regent Seven Seas, and Orion Expedition Cruises, with others to be added throughout the year.

Following the acceptance of David Morris International into the luxury travel network, Virtuoso CEO Matthew D. Upchurch responded by saying, "DMI represents a new sector of relationships designed to tap into the tremendous talents and contacts of our network. This sector, managed as specialty operators, is designed to grow the exclusive product available to our Members and we are excited with the potential."

"Virtuoso welcomes David Morris International into the network as a specialty operator concentrating on unique cruise and land experiences. The contacts, relationships and acumen of industry veterans, David Morris, Marilyn Conroy and Judy Parker promise innovation and leadership in this niche market and we're thrilled that they are back in the Virtuoso family," commented Kristi Jones, President of Virtuoso.

Founded in April 2009, David Morris International (DMI) offers cost-effective, executive-level sales and marketing solutions for niche-market travel industry providers, helping to improve clients' profitability and market share by giving clients the flexibility to utilize services specific to their needs.

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### **About David Morris International (DMI)**

David Morris International's custom sales and marketing services, uniquely developed travel programs and charters and incentive agreements combines the experience, contacts, resources, and extraordinary talents of industry professionals on a contract basis. President David Morris brings 30+ years of experience to the table, having worked for Cunard, Crystal and mostly recently, Silversea Cruises, and is assisted by long-time associates, Marilyn Conroy, EVP of Sales, and Judy Parker, SVP of Marketing. DMI has offices in Orange County, California and New York City. For more information, visit [www.davidmorrisintl.com](http://www.davidmorrisintl.com) or call (714) 619-3751.

### **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).

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