



**For Immediate Release**

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## **Aspire Associates Group Recognized as Innovators During Virtuoso Travel Week**

### **Groundbreaking Travel Alliance Nominated for the Virtuoso “Luminaries, Legends, and Leaders” Awards Just Nine Months After Launch**

(August 24, 2021, New York, NY) During the 2021 Virtuoso Travel Week, August 8-13 in Las Vegas, Aspire Associates Group was nominated for the coveted “Luminaries, Legends, and Leaders” awards. These awards celebrate member agencies, advisors, and preferred partners who have inspired us with bold new ways of thinking that lead the way forward, whether through leadership, business practices, or other innovative efforts. Aspire Associates, a groundbreaking alliance formed less than a year ago, was nominated in the Innovation category.

“As we gather here for Virtuoso Travel Week with the theme ‘Imagine What Can Be,’ we are proud that Aspire’s founding concept of ‘Being Independent Together’ and our mission of providing a community for like-minded agencies has resonated with our peers,” said Aspire partner Helen Papa of TBH Travel in New York at the awards gala on August 12 at the Bellagio Hotel and Casino. “We are honored to be included among our industry’s innovators.”

Aspire Associates Group, LLC launched in 2020 as an alliance of six independently owned travel agencies comprised of accomplished luxury travel advisors. Since Aspire’s November 2020 launch, six additional agencies have joined as affiliate members.



The group's mission is to focus on shared resources, customized training opportunities, streamlined marketing, expanded geographical reach, and utilizing collective expertise in travel and business. Aspire agencies achieve mutually beneficial exposure and growth for both the agencies and their supplier partners as the industry looks ahead to the new era of travel.

Aspire founding members are TBH Travel in the New York metropolitan area; Posh Travel on the New Hampshire Sea Coast; Court Travel, Ltd. in Charlotte, North Carolina; Precision Travel in Dallas, Texas; Cruise Vacations International in the greater Washington DC area; and CSB Travel in Houston, Texas. Each agency is a long-standing independent member of Virtuoso, and several members hold or have held regional and national board positions with Virtuoso. The founding Aspire agencies have an average of 30 years of experience and success in selling luxury travel.

For further information about the Aspire partners visit [AspireAssociatesGroup.com](http://AspireAssociatesGroup.com).

To inquire about affiliating with Aspire, please email [contact@aspireassociatesgroup.com](mailto:contact@aspireassociatesgroup.com).

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