Victoria Ashford

LUXURY TRAVEL ADVISOR

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Summary

Luxury travel advisor with 10 years of experience designing private journeys for high-net-worth families and executives. Sells $3.8 million a year in luxury hotels, private villas, yacht charters and private guides, with 85% client retention and clear, discreet communication from first planning call through return.

Skills

- Luxury Hotels
- Private Villas
- Yacht Charters
- Private Guides
- Supplier Contracts
- Itinerary Design
- Sabre
- Client Retention
- Communication

Experience

Luxury Travel Advisor 04/2021 - Present

Meridian House Travel Greenwich, CT

Boutique luxury agency serving 180 private clients in New York and Connecticut.

- Generate **$3.8M** a year in luxury hotels, private villas, yacht charters and safari lodges.
- Design multi-country journeys for 60 client families a year, with private guides and jet transfers.
- Secure upgrades, amenities and early check-in through relationships with 40 hotel general managers.
- Retain 85% of clients and add 25 referred households a year through personal service.

Senior Travel Consultant 06/2017 - 03/2021

Fifth Avenue Journeys New York, NY

Upscale leisure agency with a strong Europe and Asia program.

- Planned 150 premium trips a year to Italy, France and Japan for repeat clients.
- Grew personal sales from $1.2M to $2.1M over 3 years.
- Mentored 3 junior consultants on supplier contracts and luxury hotel programs.

Travel Consultant 07/2016 - 05/2017

Fifth Avenue Journeys New York, NY

Leisure sales desk.

- Reserved 40 hotel and air itineraries a month in Sabre for agency clients.
- Compiled detailed trip documents and welcome kits for 30 departures a month.
- Researched 25 boutique hotels in Italy and France for the agency's itinerary design library.

Education

Bachelor of Science 05/2016

Cornell University Ithaca, NY

Hotel Administration

Certificates

Certified Travel Counselor (CTC)

The Travel Institute

2020

Elite Cruise Counsellor (ECC)

Cruise Lines International Association

2022