

Company: Virgin Voyages, Miami, FL
Company Description: Virgin Voyages is an adults-exclusive luxury cruise line redefining ocean travel with its modern fleet of Lady Ships. Founded by Richard Branson in 2014, the company launched its first voyage in 2021. With award-winning dining, shows, and fitness —included without traditional cruise surcharges (aka no surprise fees)—sail to the Caribbean, Mediterranean, and Alaska in style. No kids, no kidding.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Hospitality & Leisure - Large
Nomination Title: Virgin Voyages



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 186 words used.

In just a few short years, Virgin Voyages has transformed the cruise industry with its bold, adult-only approach, earning accolades and expanding its global reach. With a fleet that includes the Scarlet Lady, Valiant Lady, Resilient Lady, and the upcoming Brilliant Lady, we've introduced 19 new destinations and 27 itineraries through April 2025, spanning Europe, the Caribbean, and beyond.

Our commitment to excellence is reflected in numerous awards. In 2023, we were named the #1 Mega-ship Ocean Cruise Line by Travel + Leisure and received top honors in Condé Nast Traveler's Readers' Choice Awards . Cruise Critic recognized us across all categories, including Best Overall Cruise Line, Best Dining, and Best Service.

Beyond accolades, our crew is the heart of our operations. We employ a diverse, international team, ensuring they receive living wages without relying solely on gratuities, fostering a culture of respect and inclusivity .

Virgin Voyages isn't just a cruise line; it's a revolution in hospitality and leisure. Our innovative spirit, global expansion, and dedication to our crew and guests make us a standout contender for "Company of the Year" in the Hospitality & Leisure sector.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 222 words used.

Since early 2023, Virgin Voyages has solidified its position as a trailblazer in the hospitality and leisure sector, earning numerous accolades and expanding its global footprint.

Award-Winning Excellence:

- *Cruise Critic's 2023 Cruisers' Choice Awards* recognized Virgin Voyages as Best Overall Cruise Line, Best Cabins, Best Dining, Best Service, and Best Value-For-Money.
- *Travel + Leisure's 2023 World's Best Awards* named Virgin Voyages the #1 Mega-Ship Ocean Cruise Line.
- *Condé Nast Traveler's 2024 Readers' Choice Awards* honored Virgin Voyages as the #1 Best Large Cruise Ship.
- *USA Today's 10Best Awards 2025* awarded Resilient Lady Best Adults-Only Cruise, Best Cruise Ship for Dining, and Best Cruise Ship for Entertainment.
- *ASTA's 2023 Green Partner in Travel Award* recognized Virgin Voyages for its commitment to sustainable marine fuel, high representation of female crew members, and over 1,500 volunteer hours contributed to communities.

Global Expansion:

- Introduced 19 new destinations and 27 itineraries through April 2025, including returns to the UK and new ports in Australia and the Caribbean.
- Secured a \$550 million capital raise to accelerate international growth and enhance customer experiences.

Crew Welfare:

- Implemented policies ensuring crew members receive living wages without relying solely on gratuities, fostering a culture of respect and inclusivity.

Virgin Voyages' commitment to innovation, sustainability, and exceptional service underscores its candidacy for "Company of the Year" in the Hospitality & Leisure sector.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 246 words used.

Virgin Voyages has not only entered the highly competitive cruise market — it has redefined it. In an industry often slow to innovate, Virgin has carved a new path by challenging norms and setting fresh standards. Unlike legacy cruise lines that rely on gratuity-based service models, Virgin employs a globally diverse crew and ensures they earn living wages, creating a more equitable, motivated, and guest-focused workforce — a rarity in hospitality at sea.

The brand's meteoric rise is underscored by sweeping all five major categories in the *2023 Cruise Critic Cruisers' Choice Awards*, a feat unmatched by competitors like Royal Caribbean or Norwegian Cruise Line. It was also crowned *#1 Mega-Ship Ocean Cruise Line* by *Travel + Leisure* — despite being a newcomer compared to industry giants.

Where others retrofit, Virgin reinvents. Its tech-forward approach — including being the first to offer SES Cruise mPOWERED + Starlink PRO high-speed internet — has given guests connectivity comparable to land-based luxury resorts, far outpacing competitors in digital infrastructure.

Virgin's expansion into 11 new markets and launch of 27 new itineraries since 2023 demonstrates rapid and strategic international growth, especially when compared to the cautious post-pandemic recovery strategies of many peers. Its collaboration with Jennifer Lopez for the *Limitless Voyage* and innovative offerings like the *Scarlet Summer Season Pass* position Virgin not just as a cruise line, but a lifestyle brand.

These achievements collectively elevate Virgin Voyages from a cruise company to a cultural and experiential leader in hospitality.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Virgin Voyages](#)

[REDACTED FOR PUBLICATION]