Beat: Travel

VICEROY HOTELS & RESORTS Gives Away TWENTY -CELEBRATION DO-OVER-TRIPS

MARKING 20th ANNIVERSARY

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USPA NEWS - Viceroy Hotels & Resorts, the modern luxury hotel brand, celebrates their milestone 20th anniversary by giving away twenty trips to Viceroy properties around the world offering the opportunity to have a "Celebration Do-Over". Whether it's a honeymoon, birthday, anniversary or any memorable moment that has been put on hold due to the pandemic, guests may enter the contest by sharing a favorite memory or future memory from any Viceroy hotel on Instagram or Facebook using the hashtag #Viceroy20th and tagging @viceroyhotels. The contest will run for 20 days through December 20th, and all winners will be selected at random and announced on December 21st.

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"We wanted to show our love and gratitude for Viceroy guests who have stayed with us over the past twenty years; and, with shifting travel and celebration plans due to the pandemic this was our way of saying thank you." said Bill Walshe, CEO at Viceroy Hotels & Resorts. "Our purpose in hospitality hasn't changed, and though the way we deliver and activate it has evolved throughout the years - especially the past eight months - we've remained faithful to our DNA and pride ourselves on the consistent individuality that each property embodies."

In 2000, the brand introduced their debut property, Viceroy Santa Monica, which remains a cornerstone of hospitality and beach culture in LA, and recently unveiled a redefining, showstopping renovation. Two decades later, with locations in Los Angeles, San Francisco, Snowmass, Chicago, Mexico and St. Lucia, new locations in D.C., and forthcoming locations in Serbia, Portugal and Panama, Viceroy is proud to have curated award-winning experiences in sought-after destinations that highlight the unique attributes of each hotel.

Viceroy Hotels & Resorts rounds out this monumental year with new hotel openings, renovations, technology innovation, philanthropic efforts and more.

- A Time for Growth: New Openings
At a time when many hospitality brands are shrinking their assets, Viceroy is doubling down their investment in the travel industry by completely renovating their very first hotel and expanding into new domestic and international markets that include Washington, DC; Serbia; Portugal and Panama.

- Evolving the Industry: Not Just a Covid-19 Response
The world demands something different from the traditional hotel experience. Viceroy is innovating at every level to respond, including built-in philanthropy afforded to all guests, voice-powered "smart" hotel rooms, virtual hotel and art tours and short-term rates for rooms that need to double as a quiet place to think and work.
* Contribution Without Compromise (an initiative that supports and shows their gratitude for hospitals and healthcare workers affected by the crisis)
* Technology (early adaptation of voice-powered technology and AI have proven to truly meet the needs of the current hotel stay experience)
* Virtual Hotel & Art Tours (to inspire guests through art and extend the hotel experience in the digital world)
* Work From Hotel (Available at select properties)

Viceroy Hotels & Resorts is proud to have created safe & memorable travel experiences in such a truly unprecedented year. By implementing over 220 new policies pertaining to cleanliness standards in eleven focus areas from guest arrival & food & beverage to fitness center & spa experiences, the brand aims to make every guest & employee feel welcome and at home.

From launching an initiative giving healthcare workers a much-needed vacation and introducing innovative technology ensuring a safe, contactless stay, this pivotal year has further solidified Viceroy as a true leader in modern luxury hospitality.

Photos
*Viceroy Washington DC brings a modern boutique hotel experience to downtown DC with 178 spacious guest rooms & suites, a vibrant cafè & lounge, a seasonal rooftop bar, 5,000 square feet of newly renovated event space & more.
** Situated at the base of one of the world´s finest mountains near downtown Aspen, Viceroy Snowmass offers ski-in, ski-out luxury lodging with amenities including a full-service spa, three restaurants, a heated pool & more.

Source: Viceroy Hotel Group

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