

U.S.-U.A.E. Business Council
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CORPORATE
SPOTLIGHT

VICEROY

HOTELS & RESORTS

SEPT 2021

BUSINESS COUNCIL REPORT



Fast Facts



1,346 colleagues worldwide
(**376** based in the US and **988**
based internationally).

About Viceroy Hotels & Resorts

Viceroy Hotels & Resorts is a global modern luxury brand, inspiring travelers with one-of-a-kind, authentic experiences that bring together provocative design and intuitive service. Each destination is fully immersed in the local community and culture—and that’s core to the Viceroy experience. To guide and inspire travelers, the brand has established three unique hotel categories: the Icon Collection, composed of unparalleled properties and lavish experiences; the Lifestyle Series, offering energizing stays in vibrant locales; and Urban Retreats based in bold, eccentric cities.

Viceroy’s portfolio of hotels and resorts can be found in a diverse array of breathtaking and inspiring destinations, including Los Cabos, Santa Monica, Chicago, Beverly Hills, Riviera Maya, Snowmass, San Francisco, and St. Lucia. The brand recently expanded to D.C. with the opening of the Viceroy Washington DC and Hotel Zena. It is also expanding internationally with the recent opening of Viceroy Kopaonik Serbia in June 2021, Viceroy at Ombria Resort Algarve (Portugal) in 2022 and Viceroy Bocas Del Toro Panama in 2023.



In 2000, Viceroy Santa Monica became the first Viceroy branded hotel and **is now a beloved icon of the LA beach scene for 21 years.**



Viceroy L’Ermitage Beverly Hills won the **“Ultratravel Collection Hotel of the Year”** award in 2020 and has been a Forbes Five Star hotel for **21 consecutive years.**



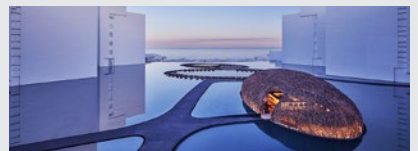
Famous movie scripts that were written in the formerly known “Writers Bar” at Viceroy L’Ermitage Beverly Hills: **Jaws, The Graduate, The Godfather, Good Will Hunting, and The Big Wedding.**



Viceroy Santa Monica was featured in episodes of the following hit TV series: **Modern Family, Billions, and Sopranos.**



Opening in 2022, Viceroy at Ombria Resort Algarve will **set the bar as a new generation of low-density resort development** where sustainability, the environment and local heritage and the community lie at the heart of the resort.



Viceroy Los Cabos is a **modern striking resort in the heart of San Jose del Cabo, Mexico.** At the center of the resort, surrounded entirely by water, is Nido, the beautiful bird’s nest-shaped restaurant.

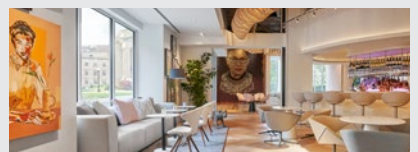


Brand Partnerships



Global Hotel Alliance – The world’s largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries. GHA’s award-winning loyalty program, DISCOVERY, provides 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel, awarding guests with local experiences rather than points.

Private Jet Services – As the first carbon neutral private jet company in America, PJS offers international private jet services to Viceroy’s loyal guests across the globe to their award-winning destinations.



Hotel Zena Washington DC is a **ground breaking hotel dedicated to female empowerment.** Part hotel and part art museum, the hotel houses over **60 works of original custom art** created by artists globally.



Making Headlines

In the summer of 2020, amid the pandemic, Viceroy launched **Contribution Without Compromise**, a “pay-it-forward” initiative that offers 50% off rates to healthcare professionals. The primary purpose of the initiative is to support and show our gratitude to all healthcare workers who have been affected by the pandemic. Through October 31, 2021 healthcare professionals nationwide can now take a much-deserved vacation at any of Viceroy Hotels & Resorts properties across the world.

In January 2021, Viceroy launched **Viceroy for Everyone**, the brand’s ongoing commitment to diversity, equity and inclusion to its colleagues and guests. Through Viceroy for Everyone, Viceroy is committed to caring for colleagues and guests, embracing them for who they are, and doing business in a way that everyone feels safe, accepted and worthy. Viceroy’s commitment is not just for today or tomorrow, but for the long and meaningful road ahead as we are committed to celebrating individuality, diversity and inclusion across our hotels and support the social issues that are important to our guests, business partners and colleagues.

Viceroy Kopaonik Serbia opened in June 2021, marking Viceroy’s European debut. Located on the country’s largest mountain range, Viceroy Kopaonik is a luxe mountain experience rich in culture, natural beauty and boundless adventure. It is the first 5-star resort to grace the majestic mountains of Serbia. With beautiful conditions year-round, there is endless adrenaline-fueled activities for all, from world class skiing in the winter to cycling tours and paragliding in the summer.



Leadership



Chief Executive Officer
Bill Walshe

About the CEO

Bill Walshe is a 20+ year expert and leader in the luxury hospitality industry. His extensive senior management experience spans the world’s leading international hospitality companies, including Jumeirah Group, The Doyle Collection and Kempinski Hotels & Resorts. With this depth of experience, he brings a truly global perspective to Viceroy Hotel Group.

Since taking the helm at Viceroy Hotel Group, Walshe has added eight new properties across Chicago, Los Cabos, San Francisco and Washington D.C. He’s now on the cusp of opening new Viceroy branded hotels in Portugal, Panama and Serbia. With the addition of these highly anticipated properties, there will be 17 hotels under management by the group worldwide.

Prior to his tenure at Viceroy Hotel Group, Walshe served as CEO of the Doyle Collection, leading the brand through its reinvention and elevating it as a modern luxury urban hotel group. Prior to that, he was Chief Marketing Officer for Dubai-based Jumeirah Group, where he fostered tremendous growth internationally and was recognized as a worldwide hospitality leader.

Walshe’s passion lies in creating hospitality brands that deliver a contemporary interpretation of luxury built on the solid fundamentals of good old-fashioned hotel-keeping. He’s regarded for championing Viceroy’s core ideology, which focuses on a purpose-driven approach to hospitality and cultivating a sense of pride among colleagues. Because of his unique vision, Walshe has been featured as an expert in a number of publications and talks including Tedx, The Wall Street Journal, Travel + Leisure, Conde Nast Traveler, Bloomberg Businessweek, Skift, HOTELS, Hotel Business and more.

“ The emerging traveler is looking for something which is beyond the normal and just a luxury surrounding. Every hotel has to be one of a kind, with compelling programming and a sense of connection to the destination and community. We create a stage for guests to tell their stories, to reconnect with family and friends and to create memories that will last them for a lifetime. To build a successful hotel brand, like Viceroy, today’s luxury hotel guest will not accept replication as luxury, they expect hotels to contribute positively to their communities and expect every experience to be highly individual and bespoke.” **Bill Walshe**



Contact & Links

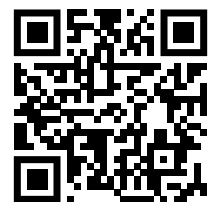
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