

VICEROY HOTEL GROUP

VICEROY HOTEL GROUP UNVEILS NEW VICEROY HOTELS AND RESORTS WEBSITE

Luxury Hotel Brand Debuts Tablet-Friendly Design and Layout, Streamlines Booking Experience and Expands Content

(May 8, 2012) Los Angeles, CA – Viceroy Hotel Group is excited to announce the **redesign of the Viceroy Hotels and Resorts website**, creating a more accessible, user-friendly experience. Designed to improve the way travelers book rooms, it also allows guests to download information about each breathtaking hotel and resort, and share content via social media networks. Additionally, the enhanced layout includes higher resolution and larger images that are optimized for big screen monitors and tablets so guests can better experience all of the amenities each property has to offer.

A leader in the world of luxury hospitality, Viceroy Hotel Group has grown substantially in 2012. And, with the launch of the new website, the management group continues to demonstrate its commitment to forming one cohesive, Viceroy signature brand experience for its loyal customers. In addition to the new layout, the website will allow for a more **streamlined online booking system** where guests will be able to compare room types and rates and all options can be viewed on one page.

The upgraded website will include more **lifestyle features** than before such as **recipes** from chefs at the various acclaimed Viceroy restaurants, information about **entertainers and DJs** at all of the **bars and lounges**, and an area to **make reservations** for the guest list and/or bottle service. The **calendar of events & activities** will not only feature detailed information about each specific property, but also what is happening in each local area so guests can plan their itineraries before they arrive. Additionally, in the coming months, Viceroy Hotel Group plans to leverage the extensive knowledge and expertise of the hotel staff, particularly the concierge, at every property to create recommended itineraries that will be available online for all travelers.

Committed to creating the most interactive experience possible for all users, Viceroy Hotels and Resorts' improved website has simplified the guest experience for sharing images and information via social media. In conjunction with the website, the company is pleased to announce their new Viceroy Hotel Group **Pinterest page**. By creating a presence on this exciting visual platform, Viceroy aims to bring customers closer to the lifestyle and inspiration that resonates across the brand's properties. The page will launch with three pin boards that will highlight key areas in which the brand thrives and offer tangential content in each of these areas of expertise. The first board "*Perfect Design, Perfect Life*" will feature the unique interior design of each property, as well as design inspiration in line with the distinct aesthetic of the Viceroy brand. Secondly, "*A Wedding to Remember*" will capture the essence of a quintessential Viceroy wedding in various destinations, and provide users with relevant trends, novel concepts, and creative planning tools for a truly memorable

wedding experience. Lastly, "*An Inspired Palate*" will offer images of the sophisticated, mouth-watering cuisine from each hotel restaurant with links to featured recipes, in addition to an offering of food and beverage appreciation across the web. In the coming months, the company plans to reveal new boards that will broaden the reach of the Viceroy experience."

Finally, the new website will offer dedicated space for user-generated content where guests who have had their wedding at a Viceroy property can **upload their wedding photos** and share this special Viceroy moment. This unique feature gives guests the ability through the website to become a part of the Viceroy family.

For more information about Viceroy Hotels and Resorts, please visit <http://www.viceroyhotelsandresorts.com/>, [facebook.com/viceroyhotelgroup](https://www.facebook.com/viceroyhotelgroup), and [pinterest.com/viceroyhotelgrp](https://www.pinterest.com/viceroyhotelgrp).

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia** and **Zihuatanejo** with forthcoming openings in Istanbul and Bodrum, Turkey.

###

Media inquiries:

LaForce + Stevens
Carran Gannaway or Maggie Porges
Viceroy@LaForce+Stevens.com
Tel: 212-242-9353