

## VICEROY HOTEL GROUP UNVEILS SEVEN DAY FLASH SALE

Luxury Hotel Group Offers Unique Savings for One Week Period

(Los Angeles, CA) – March, 2013: **Viceroy Hotel Group**, an international luxury brand of hotels and resorts announces a seven day sale starting Monday, March 18 for a collection of their properties. This flash sale offers guests the opportunity to take advantage of fantastic savings on some of the world's most outstanding properties.

A leader in luxury hospitality, Viceroy Hotel Group is focused on creating memorable experiences for their loyal and discerning customers. With the growth of Viceroy Hotel Group in markets such as Abu Dhabi, Turkey and the Maldives, this sale lets quests choose their favorite international destinations at standout prices.

Starting midnight EST **March 18** and running through 11:59 EST **March 24**, guests can visit the below website and book their break from reality with distinctive savings by visiting: <a href="http://www.viceroyhotelgroup.com/escape">http://www.viceroyhotelgroup.com/escape</a>.

Participating hotels and offers include:

- Viceroy Anguilla: 15% off BAR, and a \$100 Resort Credit per night valid 4/21-6/17 & 10/5-12/15, blackouts apply (Rates starting at \$340)
- Avalon Beverly Hills: 15% off BAR, and a \$40 Hotel Credit valid 3/18 – 12/30, 2-night minimum, blackouts apply (Rates starting at \$204)
- Cassa New York: 15% off BAR, and a \$40 Hotel Credit valid 4/1 9/3 (3 night minimum in April and May), blackouts apply (Rates starting at \$296.65)
- L'Ermitage: 15% off BAR, and a \$40 Hotel Credit valid 3/18 12/30, 2 night minimum, blackouts apply (Rates starting at \$361.25)
- Viceroy Maldives: 50% off BAR and breakfast for two valid 3/18 12/15, valid only on stays of 2, 4, 6, or 8 nights, (Rates starting at \$455)
- Viceroy Miami: 15% off BAR, and a \$40 Hotel Credit valid 3/25 9/30, blackouts apply (Rates start at \$228.65)
- Viceroy Palm Springs: 15% off BAR, and a \$40 Hotel Credit per night valid 3/18-6/30 (3 night minimum) and 7/1-8/31 (2 night minimum), blackouts apply (Rates start at \$144.50)
- Viceroy Riviera Maya: 50% off and \$50 credit per night valid 6/1 – 12/18, valid only on Premium Villa or higher room category (3 night minimum) (Rates start at \$492.50)
- Viceroy Santa Monica: 15% off BAR, and a \$40 Hotel Credit per night valid 3/18-6/30, 2-night minimum, blackouts apply (Rates starting at \$314.50)

- Viceroy Snowmass: 15% off BAR, and a \$40 Hotel Credit per night valid 4/1-12/14, blackouts apply (Rates start at \$127.50)
- Sugar Beach, A Viceroy Resort: 15% off BAR, and a \$100 Hotel Credit per night
  valid 8/1<sup>st</sup> 10/31, valid only on sugar mills, superior sugar mills and luxury cottages, blackouts apply (4 night minimum) (Rates start at \$297.50)
- Yas Viceroy Abu Dhabi: 15% off BAR, and a \$14 Hotel Credit per night (AED 50)
   valid 3/18-12/30, blackouts apply (Rates starting at \$467.50)
- **Zetta San Francisco**: 15% off BAR, and a \$40 Hotel Credit per night valid 3/18-5/30 & 11/1-12/30, blackouts apply (Rates starting at \$212.50)
- Viceroy Zihuatanejo: 50% off and \$100 credit per night 4/1-12/18, valid only on Lagoon Suites or higher room category (Rates start at \$285)

## **About Viceroy Hotel Group**

<u>Viceroy Hotel Group</u> 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 **New York**, **Istanbul** and **Bodrum**, **Turkey**.

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