

Viceroy Hotel Group and Safir Grup Announce The Viceroy Bodrum Resort

Luxury Resort and Residences to Open on Turkish Riviera

August 16, 2011 - Viceroy Hotel Group, in partnership with Safir Grup of Bodrum, is pleased to announce the development of the Viceroy Bodrum, a luxury resort and real estate property on the southwestern shores of Turkey on the Bodrum Peninsula.

Situated on 32 acres overlooking the beaches of Koyunbaba Bay, the Viceroy Bodrum will offer luxurious and contemporary residences and guest accommodations that will feature unparalleled design and amenities. Acclaimed architectural firm WATG drew inspiration for the resort from the natural beauty of the Turkish coast. The design concept of the property retains the original cobbled pathways and the rugged beauty of the site.

Upon completion in 2014, Viceroy Bodrum will feature 84 guest rooms and 166 residential units. Guest accommodations range in size from 470 square feet to 2,050 square feet. Residences include one, two and three bedroom apartments as well as three and four bedroom detached villas. Amenities will include a private beach club, a signature spa and several Turkish and international dining options.

Located on the southwestern edge of the Anatolian Peninsula, looking west to the Aegean and south to the Mediterranean, Bodrum is just a 50 minute flight from Istanbul. The popular location is under four hours from London, just over three hours from Munich, and is, home to the Mausoleum of Mausolus, one of the Ancient Seven Wonders of the World. With more than 30 major coves on the large peninsula, Bodrum is often referred to as the "Turkish Riviera," with a Mediterranean climate and seasonal leisure travellers flocking to the destination primarily between May and October.

Anton Bawab, Senior Vice President, Viceroy Hotel Group, says:

"The Turkish Riviera is the quintessential location for a luxury Viceroy seaside resort. The Viceroy Bodrum will feature the hallmarks of our properties – chic design, luxurious amenities and impeccable service – to inspire visitors and offer a unique experience in this market."

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About Safir Grup

Safir Grup was established to develop outstanding contemporary resorts on the Turkish coast inspired by the rich heritage of Turkey and addressing the needs of discerning travellers and home owners. Safir Grup is the owner and developer of Viceroy Bodrum.

About Viceroy Hotels and Resorts

Viceroy Hotels and Resorts captivate discerning cultural connoisseurs with pleasures and privileges that transcend the expected. In skyscraping cities and pacesetting playgrounds, each Viceroy destination inspires a taste for the remarkable. Established in 2001, Viceroy's original properties debuted in Santa Monica and Palm Springs; its newest incarnations include resort addresses in Miami's Icon Brickell enclave, on Anguilla in the British West Indies and in Aspen/Snowmass and the most recent addition on Yas Island, Abu Dhabi. Viceroy properties in the Maldives and Beverly Hills will be added to the portfolio in 2011. As the decade continues, additional Viceroy properties to be developed will include additional locations in the Middle East and Europe.

The official website for the Viceroy brand is viceroyhotelsandresorts.com.