

VICEROY

O U R S T O R Y



TWO ICONIC NEW DESTINATIONS
& ONE REINVENTION

ISSUE **04**

REMEMBER TO LIVE[®]

With every destination we welcome you to, opportunity awakens and adventure begins. We're thrilled to keep the spirit of discovery thriving with the opening of Viceroy Los Cabos, our newest iconic destination that unfolds like a dream. In 2019, we'll introduce two new hotels: Viceroy Kopaonik Serbia will be our first-ever hotel in Eastern Europe and the region's premier ski resort, while Hotel Emblem San Francisco will be a provocative reinvention inspired by the Beat Generation and the power that each of us has to cast our fearless voice.

Our commitment to creating immersive experiences in the world's most riveting locations was apparent with the launch of A Canvas For Discovery Artist Series, an ongoing effort to stir the senses with site-specific installations by incredible artists.

It has truly been an exceptional year. The journey continues – and we can't wait to share it with you.



THE VICEROY ICON COLLECTION

The height of glamour. The edge of drama.
That's where you'll find The Viceroy Icon Collection.
These are epic destinations around the world where luxury
knows no bounds. They're where the sheer beauty of each
locale rushes up with a sense of adventure and anticipation,
like a spiral wave crashing to the shore. Escape in style – day to night,
beach to bar, and one alluring discovery to another.



VICEROY

RIVIERA MAYA

Named #1 Resort Hotel in Mexico by Travel + Leisure
"World's Best" Awards 2018

I AM THE SERENITY AND THE ENERGY



**A majestic Mayan retreat
between lush jungle
and the glistening ocean.**

STAY at one of 41 villas, each with
a private patio, plunge pool and terrace.

DINE at the Chef's Table in La Marea
or enjoy al fresco options at Coral
Bar + Grill.

RELAX at the Wayak Spa, where Mayan
treatments help restore equilibrium to mind,
body and soul.

GATHER for celebrations within generous
indoor and outdoor spaces spanning
18,895 SqF / 5,829 SqM.

EXPLORE the ancient Mayan cities and
cenotes, stroll seven miles of white sandy
beaches or dive into your favorite water sport.

VICEROY

SNOWMASS

Named #1 Ski Hotel in USA TODAY
"10 Best Readers' Choice" Travel Awards 2018

A ski-in/ski-out resort that takes luxury to greater heights.

STAY at one of 160 suites and residences, each boasting contemporary interiors with touches of luxury.

DINE at TORO Kitchen & Lounge, serving pan-Latin cuisine and signature handcrafted cocktails. NEST, located slope-side, serves an inspired lunch and après menu designed to nourish and refresh. Café V is ideal for busy days, offering specialty coffees, house made pastries, seasonal treats and grab-and-go breakfast and lunch.

GATHER for memorable events in spaces spanning 11,823 SqF / 1,098 SqM. Your memorable backdrop: pure mountain drama.

EXPERIENCE the thrill of mountainside adventure with skiing, biking, horseback riding, hiking, rafting and hot-air balloon rides; or take in the X Games and other world-class sporting events.



RELAX and indulge at our 7,000 SqF / 650 SqM spa with transformative treatments inspired by Ute, Nordic and Asian cultures. Traditional massages, facials and beautification journeys rejuvenate and restore equilibrium in mind, body and spirit.

EXPLORE everything Aspen and Snowmass have to offer with visits to the Aspen Art Museum, Anderson Ranch and the Snowmass Rodeo. Live concerts, shopping and cultural performances abound.



I AM THE ADVENTURE AND THE SANCTUARY

VICEROY

L'ERMITAGE • BEVERLY HILLS

Named #1 Hotel in Los Angeles by Travel + Leisure
"World's Best" Awards 2018



**A glamorous retreat
just minutes away
from Rodeo Drive.**

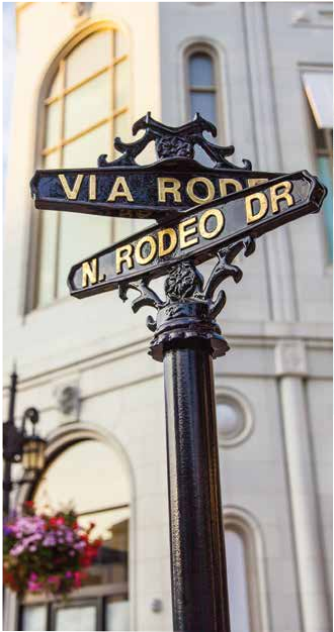
STAY at one of 116 refurbished suites,
designed with sophistication and elegance.
This Forbes Five-Star designated hotel
is the epitome of Hollywood glamour,
a place where entertainment and cultural
icons come to unwind and be inspired.

RELAX with luxurious experiences for the
body and soul at the spa, in atmospheres
designed to soothe, including private
poolside cabanas and spa treatment rooms.



I AM THE BEAUTY AND THE BRILLIANCE





INDULGE in refreshing cocktails and a spectacular view of Beverly Hills while you mingle at the rooftop pool.

GATHER for a business meeting or a wedding celebration at the flexible event spaces spread over 10,700 SqF / 994 SqM.

EXPLORE the best of Los Angeles with a leisurely stroll along Rodeo Drive, found just blocks away and lined with designer boutiques, galleries and restaurants. Also within each reach: an art experience like no other at LACMA.



AVEC
NOUS

DINE at our contemporary interpretation of the classic French bistro. Avec Nous has a hip St. Tropez vibe that delivers a fresh culinary experience to Beverly Hills. It draws inspiration from the Mediterranean coast, while Spanish and Italian touches enhance the Riviera feel.

European spices blend with locally-sourced seasonal ingredients to offer a refined yet charming culinary experience. Our passion is defined by our name; Avec Nous - dine with us, drink with us, celebrate with us.



I AM THE MOMENT AND THE MEMORY



A shimmering Caribbean jewel for global nomads.

STAY in one of 96 rooms, villas, cottages and bungalows, boasting equal parts colonial charm and understated luxury. Just steps from the water's edge lies a small collection of stylish beachfront bungalows, with larger residences available around the bay for families and couples alike.

DINE on authentic Caribbean dishes and peruse an array of international cuisine at Bayside, The Great Room and The Terrace. And when handcrafted cocktails call, drop into The Cane Bar and meet our "Rumelier."



SUGAR BEACH

A VICEROY RESORT • ST. LUCIA

RELAX with indulgent and soothing treatments amid vistas of the Piton Valley at the Rainforest Spa, named one of the top hotel spas in the Caribbean by Departures Magazine.

UNWIND against the picturesque backdrop of the Piton mountains while sipping cocktails at The Palm Court Lounge or Bayside Bar.

GATHER those closest to you for intimate destination celebrations. Imagine: elegant candlelit dinners and going barefoot under gently swaying palms – all just steps from the breathtaking Caribbean Sea.

EXPLORE this renowned UNESCO World Heritage site, surrounded by a lush rainforest. Soak up the sun on white sand beaches, drive around Morne Coubaril Estate or embark on an underwater adventure.



VICEROY

CHICAGO

Named #1 Hotel in Chicago by Condé Nast Traveler's 2018
Readers' Choice Awards



I AM THE CONSTANT AND THE CHANGE



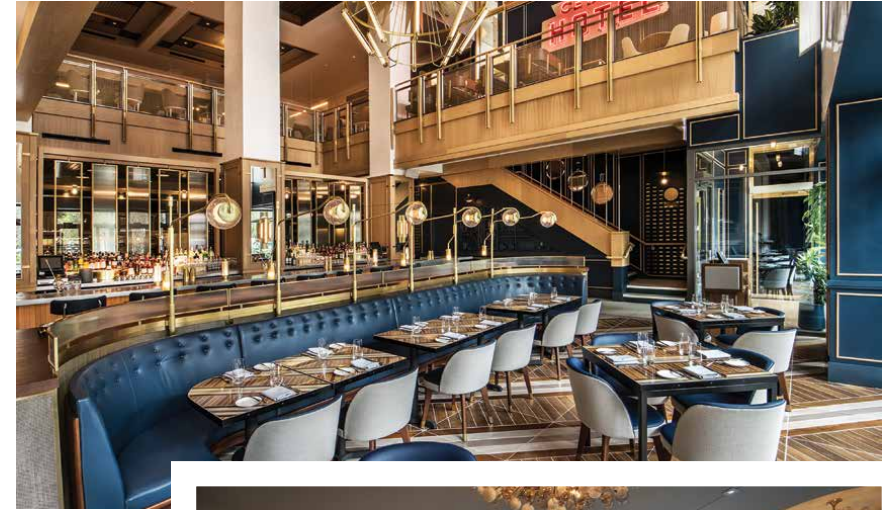
A powerhouse of design, style and culture on the Gold Coast.

STAY in one of the 180 spacious rooms
and suites offering impeccable views
of the city and Lake Michigan.

RELAX with a craft cocktail at Devereaux
Rooftop Lounge, where you can take
in alluring Lake Michigan and city views.

EXPLORE the exclusive Gold Coast
neighborhood, home to historic Rush
Street and bordering the Magnificent
Mile shopping corridor.





DINE at Somerset, offering seasonal American cuisine from the renowned Boka Restaurant Group. With Chef Lee Wolen at the helm, it's an experience like no other.

GATHER in event spaces spanning over 5,000 SqF / 464 SqM, including the Cedar Ballroom and adjoining Lakeview Terrace.

DESIGN led by award-winning TAL Studio is an evocative mix of old and new with a sleek 18-story glass tower exterior and mid-century furnishings within. Discover surprise and delightful moments from the 30-foot-tall poem wall of selected quotes by Marcel Proust in the lobby or the abstract headboard-wall featured in guestrooms.

VICEROY

LOS CABOS

Named #1 Resort in Western Mexico by Condé Nast Traveler's
2018 Readers' Choice Awards, Named one of TIME's
"World's Greatest Places 2018"



I AM THE CANVAS AND THE CREATION



An architecturally stunning destination with cinematic views around every turn.

STAY at any of the 193 hotel rooms and 50 residences – all with glorious views of water and sky. Each space is artfully designed for indoor/outdoor living and captures natural light.

GATHER in our inspiring indoor/outdoor meeting spaces, spanning 2,215 SqF / 205 SqM. Host a memorable event, business meeting or social soiree in these extraordinary venues.

EXPLORE all that Los Cabos has to offer, from its majestic coral reefs to its historic colonial streets. On the cobblestone roads of downtown San Jose, just 10 minutes from the resort, explore new horizons on art walks, shopping in artisanal boutiques and more.



DINE at five innovative culinary destinations featuring local and international fare plus inspired cocktails.

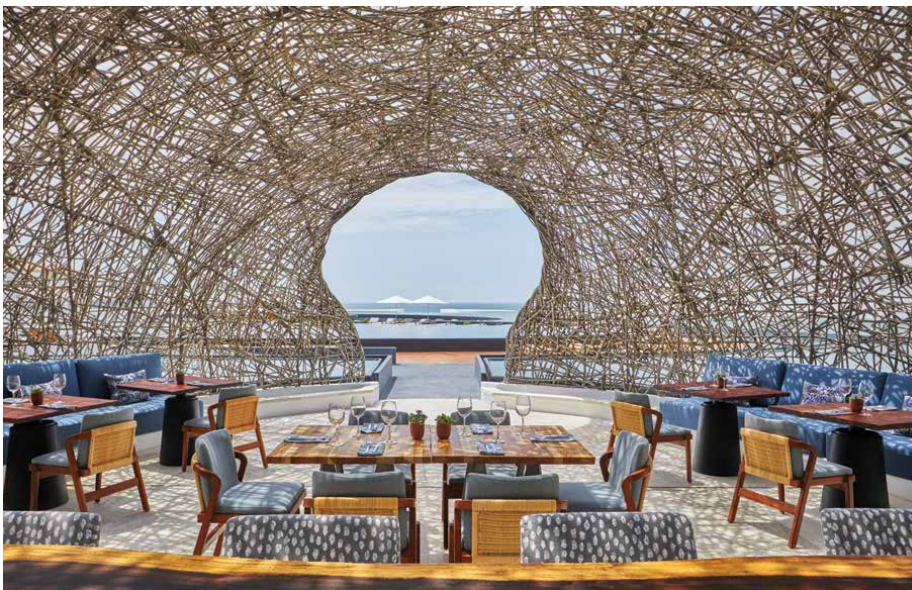
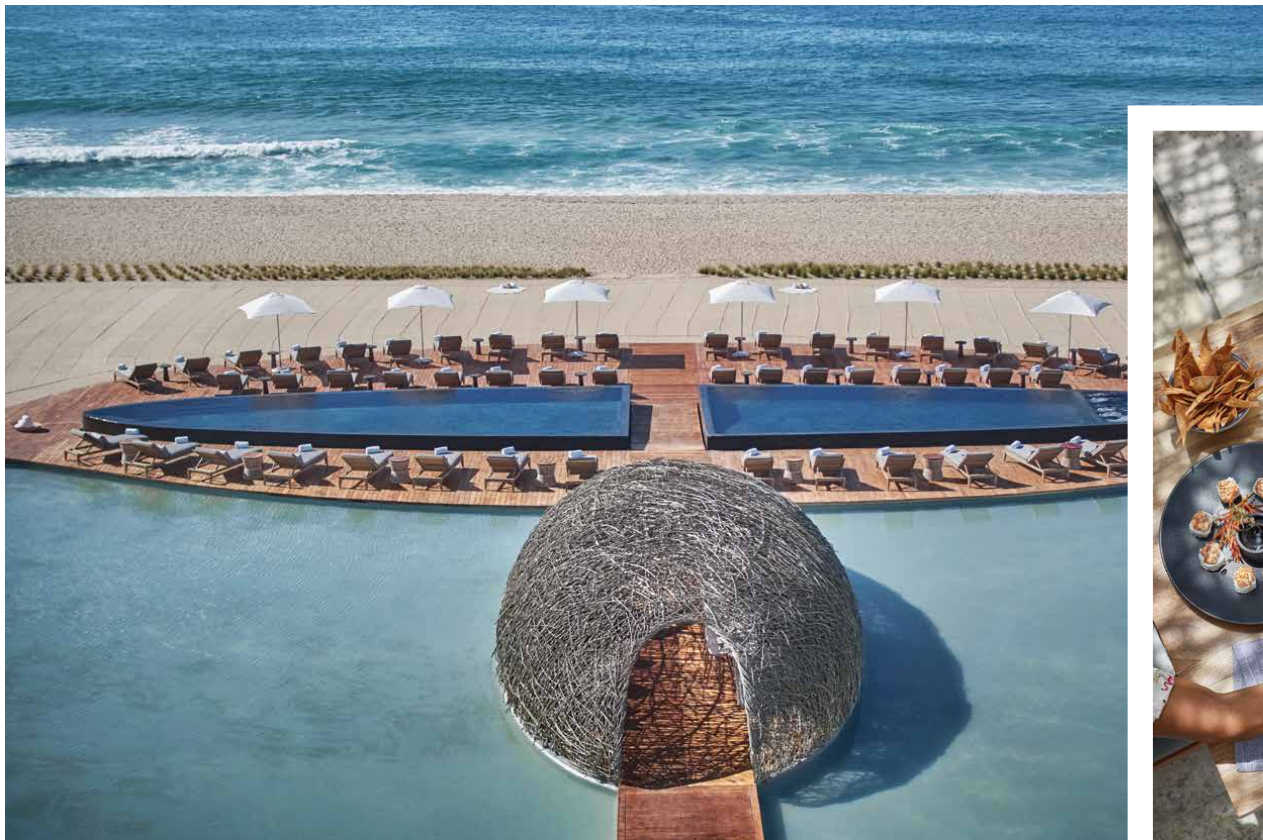
Nido Cevichería & Bar, the nest-like structure centered at the heart of the resort, features small, chilled bites that refresh and relax.

Enjoy the stars overhead at **Cielomar Rooftop**, known for locally caught seafood and an innovative beer, wine and craft cocktail program.

Take a date to **Casero Restaurant**, an indoor-outdoor restaurant serving hearty yet healthy Mexican cuisine.

At **Otro Bar**, enjoy our provocative mescal and tequila library, and signature handcrafted cocktails.

Catch some sun at the beachfront bar **Nidito**, the place for cocktails and casual beach fare.





UNWIND in harmony at The Spa, where sunlight filters through the 6,550 SqF / 608 SqM indoor space surrounded by water. Find bliss amongst a cold plunge pool, warm Jacuzzi, steam room, sauna, 11 treatment rooms and ice fountain. That's in addition to the beauty bar, manicure and pedicure area and hair salon.

EXPERIENCE our 19-seat movie theatre, perfect for social gatherings and private screenings. Get moving at The Fitness Center by Harley Pasternak, an indoor gym that's on the cutting-edge of trend and technology.



**BEAUTIFUL ARTISTRY IN
AN EXTRAORDINARY PLACE**

APRIL 6, 2019 | EXPERIENCE GALA DE DANZA AT VICEROY LOS CABOS

GALADEDANZA.COM

THE VICEROY

LIFESTYLE SERIES

In cities that live and breathe, The Viceroy Lifestyle Series brings the energy. Which is just what you, the modern traveler, ordered.

This collection of stylish, provocative oases like to play. Freedom of expression is encouraged. There's always something new to discover. So arrive with your zest for adventure and soak up the urban attitude.



VICEROY
SANTA MONICA

I AM THE STYLE AND THE SUBSTANCE



A sun-drenched California retreat, just steps away from the Pacific Ocean.

STAY at one of 162 rooms and suites, ideal for large entourages, business nomads and leisure seekers alike.

DINE at Cast Restaurant & Lounge which features creative food, craft cocktails and a stylish décor. With fresh ingredients sourced from local farms and a flood of natural light, CAST is fully committed to sustainability.

UNWIND in our well-appointed cabanas, which offer the ultimate in poolside luxury.

GATHER all of your VIPs within several indoor/outdoor event spaces, spanning 2,560 SqF / 238 SqM. Our versatile venues offer the perfect backdrop for stylish soirees, one-of-a-kind business meetings and memorable events.

EXPLORE Santa Monica Pier, stroll along the beachfront, and discover the quaint boutiques and coffee shops on Main Street. Take in all the sights and sounds Southern California has to offer.





VICEROY
CENTRAL PARK • NEW YORK

I AM THE AUTHOR AND THE STORY



Midtown oasis with downtown allure.

STAY at one of 240 stylish rooms and suites or take things to a new level in the penthouse Suite 57.

DINE at Kingside, featuring our interpretation of New American cooking, alongside Gerber Group's renowned bar program of handcrafted cocktails.

UNWIND on The Roof over cocktails and take in views of Central Park.

WORK OUT at the state-of-the-art gym that offers Technogym cardio, strength and Kinesis equipment. Or, go for a jog in Central Park.

GATHER your crew and set the agenda within our polished spaces designed to host meetings and buzzworthy social events.

EXPLORE the Big Apple with visits to the Museum of Modern Art, Radio City Music Hall, Broadway, Carnegie Hall, Lincoln Center, the iconic Empire State Building, Theatre District and 5th Avenue shopping, all in close proximity to Viceroy Central Park.

The **VICEROY** *Urban Retreats*

In our vast portfolio of breathtaking destinations, there beats a rebel heart. Meet The Viceroy Urban Retreats, a selection of boutique hotels with bold, eccentric personalities. And while these hotspots carry Viceroy's signature imprint of intuitive service and style, they're also where disrupting the norm is the norm. Come and get your curiosity piqued.



HOTEL

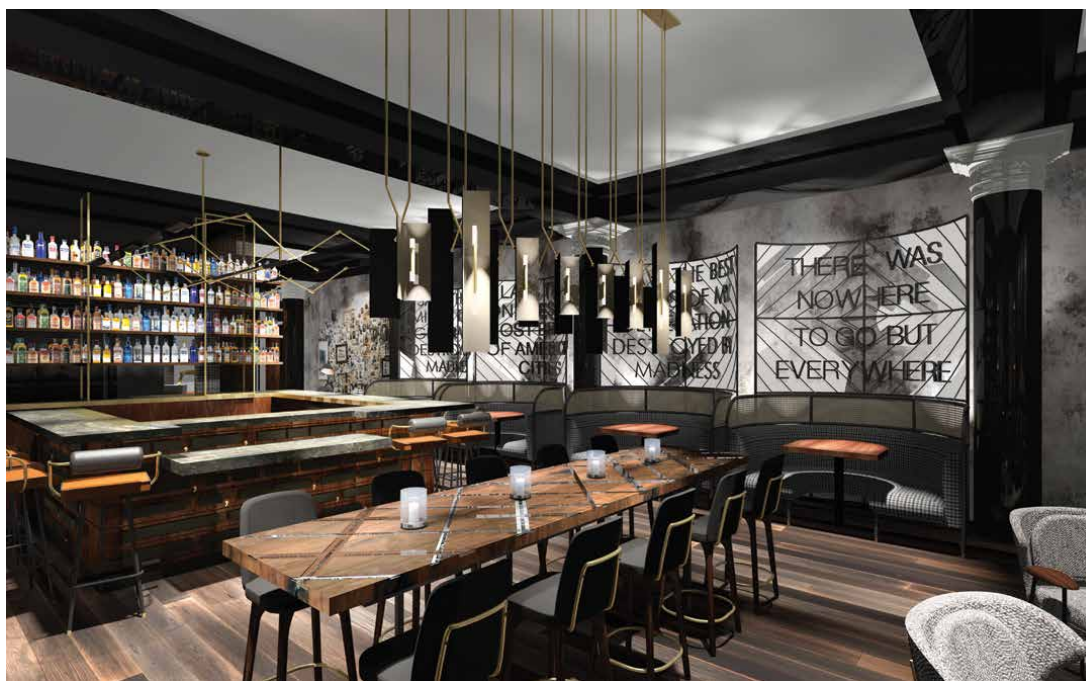
EMBLEM

SAN FRANCISCO



Where free thinkers thrive and creativity knows no bounds.

STAY in one of 96 vibrant guest rooms, where both modern and European inspired patterns coexist. Velvet and floral accents create a mood that's bold and eclectic. Get inspired at the work space where each desk has an inspiration board with memorabilia that evokes the spirit of the Beats.



I AM THE NOVEL AND THE NOSTALGIA

DINE at Obscenity Bar & Lounge, which glorifies the First Amendment and sparks spontaneous conversations over handcrafted cocktails. Bluestone Lane, a café dedicated to producing the highest quality artisanal coffee, is just steps from the hotel lobby and offers front-row views of downtown San Francisco.

GATHER for work or play in our versatile event spaces, spanning 2,500 SqF / 232 SqM. The Den is perfect for a corporate meeting, cocktail party, open mic or literary reading. The Draft, our boardroom, is ideal for all business needs. All just steps from bustling Union Square and the majesty of the Theatre District.

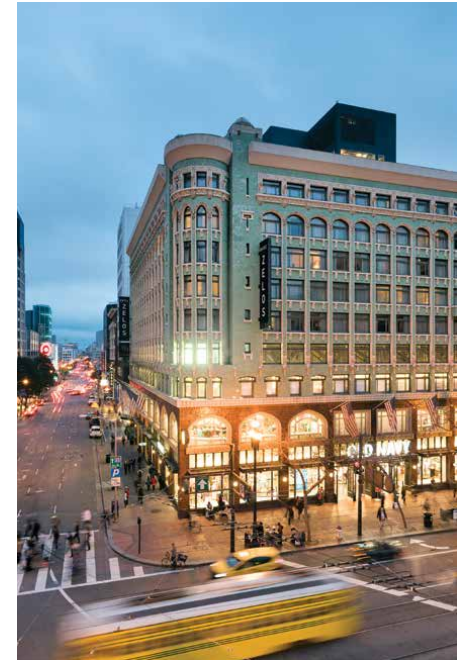
EXPLORE a location that leaves the status quo behind and discover off the beaten path spots. Spend the afternoon in the Golden Gate National Recreation Area, where you'll discover the Lands End Labyrinth by local artist Eduardo Aguilar. In the evening, head underground to Hogshead Reserve, a cash-only speakeasy hidden below The Barrel Room. The hotel is right where Nob Hill meets Union Square and the Arts District, just five blocks from the Financial District and 20 minutes from SFO International Airport.



An artistic retreat located in a historic Pacific Building.

STAY at one of 202 refreshed guest rooms, including seven deluxe suites, in the spectacular and iconic Pacific Building. Wake up within spacious rooms to views that inspire the imagination.

DINE five floors above the streets of San Francisco's bustling SOMA district at Dirty Habit Restaurant, an intimate hideaway for those seeking an inventive and sociable drinking and dining experience. This bar-centric concept plays host to shareable, seasonal cuisine and a creative craft cocktail menu with an emphasis on rare dark spirits.



GATHER and entertain partners, business associates or guests at any of the six phenomenal meeting and event rooms. Spanning 4,800 SqF / 445 SqM, our spaces feature art and amenities that inspire innovative gatherings.

EXPLORE the best San Francisco attractions - found just a walk away. Let wanderlust be your guide as you set off to the Ferry Building, Moscone Convention Center, Union Square, SF MOMA, Chinatown and Fisherman's Wharf.

I AM THE MISCHIEF AND THE MAGIC

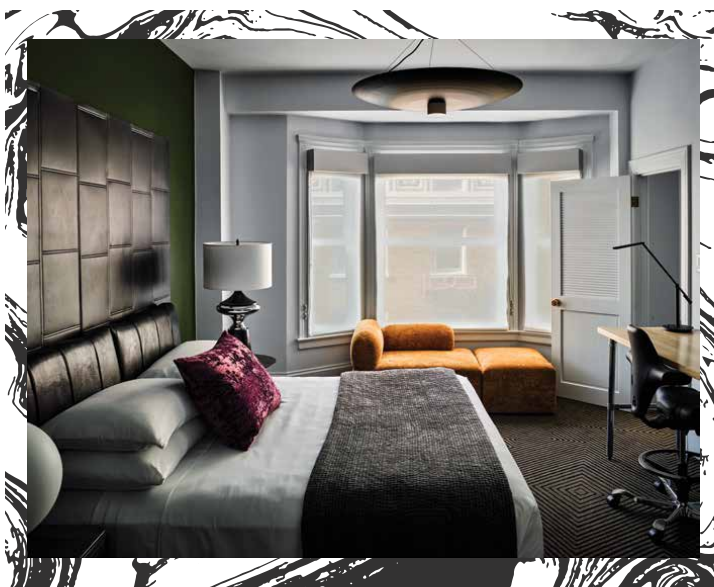


A rebellious fusion of countercultural tradition and contemporary hospitality.

STAY at any of the 196 contemporary rooms and suites and celebrate San Francisco's bohemian past. Each living space echoes the bold personality of famed rule-breaking poets, authors and musicians that have called the city home.

DINE at Rambler, a spot for great food, craft cocktails and spirited conversation. Stop in for snacks, brews and pizza from the wood-fired oven. Or, graze your way through a multi-course California-inspired meal in the dining room. And be sure to grab pre or post-dinner drinks at Zinc Bar, a hideaway with an eclectic edge. In the evening, the hotel's lobby transforms into a stylish lounge, as The Mantel Bar lures you with a fireplace and live music on Fridays.

GATHER in our creative spaces designed for the world's tastemakers and disrupters. Flexible and ranging up to 4,000 SqF / 371 SqM, these stylized rooms are the perfect setting for everything from board meetings to cocktail soirees.



I AM THE REVOLUTION AND THE CAUSE

HOTEL **zetta**

SAN FRANCISCO



I AM THE **CONCEPT**
AND THE CREATION



The creative hotspot for the city's culturati.

STAY at one of 116 rooms and suites designed for modern travelers.

DINE on British classics at The Cavalier and retreat to the S&R Lounge for craft cocktails. And don't forget to sneak off to our intimate speakeasy, Marianne's, where vintage rock and roll vibes are fierce.

EXPERIENCE The Playground, which fuses old and new game room favorites, including a 30 F / 9 M Plinko Wall. This space provokes creative inspiration, making it the ideal after work hang out.

ENERGIZE at a 24-hour wellness studio that offers TRX training, ARKE Core Centric Training Equipment and more.

GATHER within 2,120 SqF / 646 SqM of meeting spaces that seamlessly integrate technology and design with sophisticated service.

EXPLORE Union Square, Pier 39, Fisherman's Wharf, California Academy of Sciences, Alcatraz and Ghirardelli Square.



VICEROY

HOTELS & RESORTS

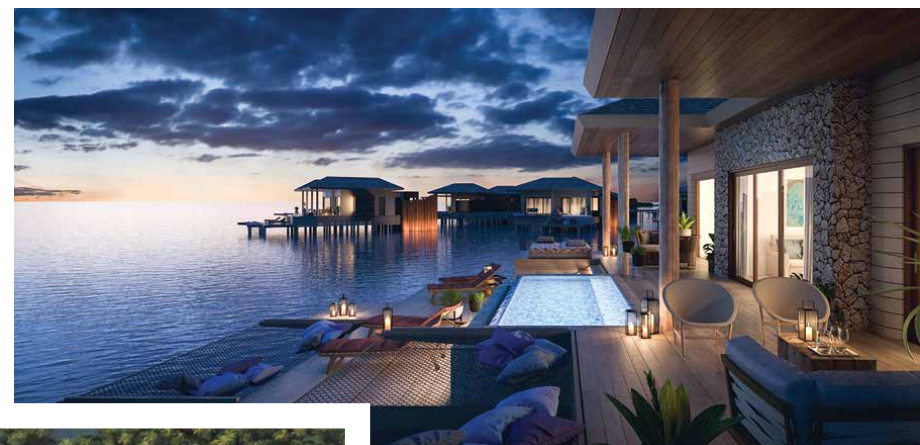
OPENING SOON

Our curated portfolio of hotels is constantly growing. Sometimes eccentric, sometimes unashamedly decadent but always inimitably Viceroy. Here are some of our soon-to-open properties.

VICEROY

BOCAS DEL TORO • PANAMA

OPENING 2021



Bocas Del Toro, Panama.

An exotic sanctuary perched above crystal-blue Caribbean waters.

STAY at one of the 70 lagoon villas, 20 treehouses or 28 luxury overwater villas surrounded by foliage on the edge of the rainforest.

DINE in a quintessentially Caribbean ambience at one of eight culinary and nightlife venues offering interesting variety including locally inspired cuisine and a gourmet bistro, all in stylish settings.

RELAX and rejuvenate at a sanctuary of tranquility complete with nine treatment rooms and a selection of world-class wellness experiences.

GATHER to discuss business or to celebrate any event, big or small, within our spacious indoor and outdoor event spaces.

VICEROY

KOPAONIK • SERBIA

— OPENING 2019 —

Adrenaline-fueled ski in-ski out adventure blends with historical heritage.

STAY at any of the 119 rooms and suites, offering breathtaking views of the slopes. Architectural and design details draw inspiration from the local Suvo Rudiste style and blends it with contemporary embellishments to create a unique retreat.

DINE at any of the four dining venues serving impeccable culinary creations, including a spectacular après ski lounge framed by incredible views of the mountain tops.

RELAX and rejuvenate in any of the six spa treatment rooms, steam, sauna, and hammam. Guests can enjoy the mountain views from our outdoor heated lap pool or whirlpool, or unwind in the indoor vitality pool.

EXPLORE Kopaonik, the largest mountain range in Serbia, rightfully known as the Mountain of the Sun as it enjoys close to 200 sunny days in a year. Discover Kopaonik Village with an array of bars and restaurants.



Kopaonik bb. 36354 Kopaonik, Serbia.

VICEROY

OMBRIA RESORT • ALGARVE

OPENING 2020



A poetic expression of Mediterranean charm.

STAY at any of the 76 guestrooms or 65 residences, fringed by verdant citrus groves, cobblestone streets, inland villages and small farms, where there is delight in simple pleasures.

DINE at any of the seven restaurants and bars that celebrate the talents of world-renowned chefs, regional delights and the unmistakably relaxed Algarve vibe.

RELAX within the capacious spa, a haven for renewal, offering 10 treatment rooms, an indoor and outdoor fitness center and a selection of treatments that are absolutely magical.

UNWIND and soak in the uplifting Mediterranean vibe at any of the five outdoor swimming pools, eight cabanas or lush 18-hole golf course.

EXPLORE the traditional Portuguese market town of Loule, dotted with historic attractions such as the Castelo De Loule, bustling markets and cozy street cafés serving local favorites.



VICEROY

CONVENTO OBRA PIA • CARTAGENA

OPENING 2021

A revolutionary restoration of the Obra Pía convent on Colombia's Caribbean Coast.

STAY at one of the 102 suites within this majestic, restored 17th century convent on a UNESCO World Heritage Site.

DINE at one of our five restaurants and bars that will truly set the scene for Obra Pía.



RELAX at The Spa, a haven for renewal, offering 10 treatment rooms, a fitness center and a selection of treatments that are absolutely magical.

EXPLORE the city's historic old town, as well as the abundant scene of watering holes, salsa clubs, and tapas bars that captures the spirit of the city.



A CANVAS FOR DISCOVERY

Introducing A Canvas For Discovery, an Artist Series at Viceroy. Throughout the year we invite innovative artists to our hotels and resorts to create original, site-specific work in mediums ranging from painting to music to sculpture to photography to videography – any form of exemplary art is welcome. It all stands testament to the fact that here, at Viceroy, senses are teased and creativity thrives.

Be part of the experience at www.ViceroyArt.com

JOIN DISCOVERY AND GET MORE.

The word is out. Join the Viceroy DISCOVERY Loyalty Program and get up to 20% off our Best Available Rates, Local Experiences* and other perks.

BE REWARDED AT VICEROY HOTELS AND AT THE 500+ HOTELS IN THE DISCOVERY COLLECTION



DISCOVERY
REWARDING TRAVEL



viceroyhotelsandresorts.com/loyalty

*Based upon availability and eligibility at time of booking at participating hotels.



VICEROY

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