

VICEROY HOTEL GROUP

Viceroy Hotel Group Changes GDS Code To “VG” *Luxury Hospitality Brand Offers ‘Vibe Guaranteed’ With Every Experience*

LOS ANGELES (Dec. 10, 2015) – Viceroy Hotel Group (VHG), renowned operator of 13 luxury hotels and resorts worldwide, today announced its new GDS chain code, “VG.”

Viceroy previously participated in the GDS using the code “YX.” VHG’s announcement of its new “VG” code, pitched to agents under the slogan “Vibe Guaranteed” will simplify the search and booking process for travel partners across the Viceroy portfolio globally.

“Code ‘VG’ is a pivotal component of our company evolution, allowing us to stand apart and be proud,” said Kristie Goshow, Senior Vice President, Commercial. “Our travel partners using the GDS play a critical role in Viceroy’s commercial success and our GDS code is an identity that must deliver a brand promise. Our promise is Vibe – the culmination of uncompromising style, consistent individuality and amazing colleagues that love what they do”.

The brand’s GDS cutover marks its second recent advancement. In late November, VHG moved its headquarters from Downtown Los Angeles to new offices situated inside the Red Building at West Hollywood’s Pacific Design Center. Viceroy’s headquarters inhabit 7,520 square feet of progressive workspace, featuring a lobby style lounge, interactive meeting spaces and a bistro collaboration area with full-service kitchen. Nearby amenities include a 388-seat private cinema, an on-site fitness center and an outdoor space with sweeping views of the Hollywood Hills.

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, Miami, New York, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Chicago and Dubai. For more information, visit www.viceroyhotelsandresorts.com.

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