



VICEROY

L'ERMITAGE • BEVERLY HILLS

VICEROY L'ERMITAGE BEVERLY HILLS TAKES HOME PRESTIGIOUS ULTRATRAVEL COLLECTION HOTEL OF THE YEAR AWARD

Hotel Wins Top Global Recognition of the Night at 13th Annual ULTRAs Ceremony in Dubai

Los Angeles, CA (January 29, 2020) -- Viceroy Hotels & Resorts is proud to announce that its Viceroy L'Ermitage Beverly Hills hotel was the winner of the sought-after Ultratravel Collection Hotel of the Year award, announced at the star-studded ULTRAs awards ceremony in Dubai earlier this week. The awards, now in their 13th year, are presented annually by Ultratravel Collection, a joint venture between Global Hotel Alliance ("GHA"), the world's largest alliance of independent hotel brands and operator of the award-winning, multi-brand loyalty programme, DISCOVERY, and multi-media brand Ultratravel.

Held at the Emerald Palace Kempinski and attended by a crowd of more than 300 travel industry leaders and celebrity guests, the awards celebrate the success of the leading travel companies in the world voted by the readers of The Telegraph's luxury travel magazine and members of the DISCOVERY loyalty programme. As part of the voting process, a variety of celebrities stayed at the nominated hotels including Sarah, Duchess of York; television celebrity and father of the British Prime Minister, Stanley Johnson; founder and CEO of Beautiful Destinations, Jeremy Jauncy; Sky's Formula 1 presenter Natalie Pinkham; and American-Brazilian actor Morena Baccarin.

To obtain the top honor Viceroy L'Ermitage Beverly Hills was among an elite short list of luxury hotels globally that included Hotel Adlon Kempinski Berlin, Corinthia London, Qasr Al Sarab Desert Resort by Anantara, The Murray, Hong Kong, a Niccolo Hotel, and the runner-up The Leela Palace Udaipur.

Bill Walshe, CEO of Viceroy Hotels & Resorts received the award on behalf of Viceroy L'Ermitage Beverly Hills, presented by the world famous Boyzone lead singer Ronan Keating. Upon accepting the honor, Walshe expressed his pride in the recognition: "At Viceroy L'Ermitage Beverly Hills, we take great pride in ensuring that the hotel continues to exemplify the very pinnacle of luxury. This award, recognizing the hotel team's commitment to this high standard, is extremely meaningful to our hotel brand as it was voted on by 16 million DISCOVERY members along with some very discerning celebrities."

The Ultratravel Collection Hotel of the Year honor is the latest in a notable list of awards that Viceroy L'Ermitage Beverly Hills has garnered within the past year. Among the recent accolades are recognition from *Forbes* as a Five-Star property for the 19th consecutive year, *Condé Nast Traveler's* Readers' Choice Award for #16 Hotel in LA, #9 LA Hotel on *Travel + Leisure's* coveted World's Best Awards list and *CEOWorld Magazine's* #1 Best Hotel in Los Angeles for Business Travelers for 2020.

About Viceroy L'Ermitage Beverly Hills

Named the #1 hotel in Los Angeles by *Travel + Leisure* in 2018, Viceroy L'Ermitage Beverly Hills is part of the Viceroy Icon Collection, which uniquely captures pure unadulterated luxury and captivating experiences through a modern lens. Peacefully situated on a tree-lined residential street, yet a short stroll from the bustle of Rodeo Drive, the boutique hotel is renowned for its legendary elegance and unquestioned privacy. This 117-room all-suite hotel offers a welcoming environment which has appealed to discerning visitors and locals alike for decades. Viceroy L'Ermitage Beverly Hills is a home-away-from-home for Hollywood elite, international dignitaries, and jet-setting luxury travelers that value both exclusivity and accessibility. The hotel is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 570 hotels around the world. For more information, please visit viceroybeverlyhills.com.

About Ultratravel Collection

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information visit ultratravelcollection.com

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