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VICEROY HOTEL GROUP'S BILL WALSHÉ TO TAKE "PRIDEOLGY" ON TOUR

Catch Viceroy's Chief "Pride" Officer Keynoting These Top Upcoming Industry Conferences

LOS ANGELES (September 6, 2017) - Pride before profit. Purpose before status. This fall, one hotelier will share the top secrets behind its "Prideology" model that's become a proven roadmap to the modern luxury brand's success.

"Our job is to create environments that make people proud," said Walshe. "Pride is probably the most potent force in business. I look at my own industry in hospitality: pride has a fundamental connection to an increase in productivity, decrease in turnover, and uptick in brand advocacy. Most importantly, it creates an environment that colleagues love to work at and where consumers want to be."

Catch Bill Walshe, Viceroy Hotel Group's Chief "Pride" Officer, keynoting this fall's top upcoming industry conferences where guests will learn more about Viceroy's model of purposeful hospitality (click to purchase tickets and discover more information):

- [SAHIC South America, Buenos Aires \(9/13 - 9/14\)](#)
- [Bisnow Lodging Investment Summit, Washington, D.C. \(9/19\)](#)
- [HotelSpaces, Naples, FL \(10/2\)](#)
- [BLLA "Stay Boutique" Leadership Conference, Los Angeles, CA \(10/3\)](#)

"We are in an era where people want to be disruptive, but disruption without purpose is merely interruption," said Walshe. "Pride-driven purpose is the key to igniting positive disruption. I look forward to sharing more about Viceroy's 'Prideology' this fall."

For more information about "Prideology," watch Bill Walshe's speech from June's TEDxWilmington Salon: <https://www.youtube.com/watch?v=hRRdLth8Kps>. To learn more about Viceroy Hotel Group, please visit www.viceroyhotelsandresorts.com.

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About Viceroy Hotel Group

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that

bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Chicago, Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve, Buenos Aires, Istanbul, Panama, Cartagena, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco and New York have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.