

For Immediate Release:



Viceroy Hotels & Resorts Unveils Festive Programming Around the Globe: Hotel for the Holidays

Celebrate the holiday season in extraordinary destinations at one of Viceroy's global collection of hotels and resorts, with inspired seasonal programming, celebratory dining experiences, V Team Kids adventures and more

LOS ANGELES, CA (October 12, 2023) - [Viceroy Hotels & Resorts](#), the global modern luxury hotel brand, is gearing up for an unforgettable festive season with a dazzling new calendar of holiday experiences at their properties around the world. This year Viceroy is celebrating the festive season with the introduction of “**Hotel for the Holidays**”, a series of festive experiences from Thanksgiving through New Year's Day that allows guests to spend time on what really matters: themselves, loved ones and cultivating happiness. Whether you're at the beach, in a bustling city, or amid snow-capped mountains, Viceroy Hotels & Resorts promises a home-away-from-home holiday to remember. **See below for a snapshot of how Viceroy Hotels & Resorts destinations will be delivering miraculous vacations for families of all ages this holiday season.**

City:

A Winter Wonderland on the Gold Coast at [Viceroy Chicago](#)

- Guests can book holiday **chalet experiences** on Viceroy Chicago's picturesque rooftop with themed packages like Campfire and Romance, featuring delightful dining in cozy chalets.

- On weekends, the hotel transforms into a **holiday shopping village and Christmas tree farm** complete with festive treats like Raclette sandwiches, brats, pretzels, ginger molasses cookies, hot chocolate, and occasional appearances by Santa and The Grinch.

Holiday Feasts at [Viceroy Santa Monica](#)'s Sugar Palm

- Gather with friends and family for a special **Friendsgiving dining and classic movie experience** featuring a prix-fixe, family-style menu featuring twists on Thanksgiving classics, and holiday-themed films playing throughout the day.
- Let Viceroy Santa Monica take care of the cooking this Christmas with a **festive brunch buffet** featuring made-to-order omelets, pancake stations and a mimosa bar. In the evening, savor a special **prix-fixe dinner menu** complete with **holiday-themed cocktails** like Bourbon Tres Leches and Golden Eggnog.

Neighborhood Lights and Inspired Bites at [Viceroy Washington D.C.](#)

- Celebrate **Thanksgiving** at the on-site restaurant Dovetail with a **carefully crafted, locally-sourced menu** to highlight the flavors of the season. Expertly chosen wine pairings are also available to complement each course.
- Uncover the art of holiday cooking at the third installment of Viceroy Washington D.C.'s **Dovetail Master Class**, where guests will learn to make classic holiday dishes and festive beverages, perfect for all skill levels.

[Hotel Zena](#): New Holiday Traditions in DC

- Create new traditions, with the help of Hotel Zena, whether you're on vacation or the hotel is in your backyard. **Her-Story holiday makers market** will bring together female artisans, makers and business owners to showcase their creations. With music, craft cocktails and menu of snacks from Figleaf, you'll enjoy an afternoon of shopping and celebrating female visionaries. And for the kids, **Gingerbread House decorating** is offered, their creations will be displayed in the hotel throughout the holiday season!
- Calling all urban dwellers who would prefer to have the cooking done for them: Figleaf restaurant will offer irresistible turkey dinners with delectable sides for a feast that is conveniently prepared for the big Thursday.

Mountain:

Endless Mountains, Boundless Festivity at [Viceroy Kopaonik](#), Serbia

- Families making this majestic mountain retreat their hotel for the holidays will be ensconced in all things festive; from a **Macarons Making Master Class**, **Christmas Decoration Workshop**, **Christmas Movie Magic** nights, and even a charming **Merry Mail: Letters for Santa** writing station for little ones.
- New Year's plans for the adults are covered, starting with a celebration of **Serbian New Year** on December 13th, a decadent **Midnight Soak & Spin** party at the spa's vitality pool with gourmet treats, mini spa experiences and a live DJ, and a **Recovery Brunch** on New Year's Day to unwind from the aforementioned fettes.

Snow-topped adventures for all ages at [Viceroy Snowmass](#)

- Enjoy inventive dining experiences inspired by Colorado high country at **TORO Kitchen & Lounge**, including a **Christmas Dinner** with wine or bubbly pairing options, a New Year's Eve celebration with live music, dinner and drinks and a delectable set menu with pairing options, and even gratis **cookies and hot chocolate** in the lobby all season long.

Beach:

Classic Celebrations, Caribbean Style at [Sugar Beach, A Viceroy Resort](#)

- Join Sugar Beach's **Festival of Lights** for a traditional St. Lucian holiday festival. Decorate lanterns by day, and at sunset, set them afloat while enjoying beachside canapés and cocktails.
- Ring in 2024 with a spectacular **New Year's Gala Dinner and Caribbean Carnival** by the pool and beach with international and local cuisine, live band, fire dancers, carnival performers, midnight beach fireworks and a DJ after-party at Club Jalousie with late-night treats.

Indulgent Holiday Dining Experiences at [Viceroy Los Cabos](#)

- Choose from two different dining formats to celebrate **Thanksgiving** – either a family-style feast at the on-site Cielomar Rooftop or enjoy a private dinner from the comfort of a spacious waterside casita or villa complete with a private chef, waiter service, and table decorations.
- Experience a lavish family-style **Christmas Eve** feast at Cielomar Rooftop terrace. Enjoy ocean views, carolers, a specially curated menu, and a delightful dessert station featuring traditional holiday dishes with Cielomar's signature flair.
- On New Year's Eve, enjoy a dazzling evening of celebration accompanied by live music and dinner, a dessert station and a champagne toast at Cielomar. A **New Year's Eve omakase dinner** experience will also be held at the iconic NIDO.

Harmonious Holidays at [Viceroy Riviera Maya](#): Music, Cuisine, and Celebration

- Hosted at both the Coral Restaurant + Bar and La Marea Restaurant, enjoy a **Thanksgiving Day Concert** experience that harmonizes live music with the flavors of every dish, creating an intimate multisensory journey amidst the natural beauty of the resort.
- Experience the culinary richness of Mexico with a **Mexican Christmas Feast**, featuring a special menu that combines fresh ingredients and authentic Mexican culinary techniques alongside live music.
- On New Year's Day, guests can indulge in the perfect poolside margarita with an exclusive **margarita-making demonstration** set to the tune of tropical house beats. Viceroy Riviera Maya's talented mixologist will reveal the secrets behind special recipes for a flavorful experience with every sip.

Festive Fun Just For Kids! [V Team Kids at Viceroy Hotels & Resorts](#)

Launched this past summer, Viceroy Hotels & Resorts' V Team Kids program has quickly become an integral part of the brand's commitment to enhancing family travel experiences as well. Available at select properties, including Viceroy Los Cabos, Sugar Beach, A Viceroy Resort, Viceroy Chicago, Viceroy Santa Monica, Viceroy Snowmass, Viceroy Washington DC, and Hotel Zena, V Team Kids offers an array of engaging activities designed for young travelers. From exploring the world of Mexican chocolate making to participating in beachside baby turtle releases, V Team Kids not only adds an extra layer of joy to the holidays but also encourages families to connect, explore, and create cherished memories together. As families gather to celebrate the festive season, V Team Kids provides the perfect complement to holiday offerings, allowing younger travelers to immerse themselves in unique experiences. This program goes beyond the ordinary kids' club experience, ensuring that every moment is meaningful and inspiring for the young ones while making a positive impact on the communities they visit.

For more information on these exciting festive offerings and reservations, please visit <https://www.viceroyhotelsandresorts.com/holiday-celebrations>, and for more information on Viceroy Hotels & Resorts' V Team Kids program, visit <https://www.viceroyhotelsandresorts.com/v-team-kids>.

ABOUT VICEROY HOTELS & RESORTS

Recently named in the top twenty of 'Top 25 Hotel Brands' on *Travel + Leisure* World's Best Awards 2023, Viceroy Hotels & Resorts is a global modern luxury brand, inspiring travelers with one-of-a-kind, authentic experiences that bring together provocative design and intuitive service. Dynamic destinations immersed in the local community and culture are at the core of the Viceroy guest experience. Viceroy's portfolio of hotels and resorts can be found in a diverse array of breathtaking and inspiring destinations including Los Cabos, Santa Monica, Chicago, Riviera Maya, Snowmass, San Francisco, Washington D.C. and St. Lucia. With the recent opening of Viceroy Kopaonik Serbia, Viceroy is growing its international portfolio including Viceroy at Ombria Algarve (Portugal) in 2024 and Viceroy Bocas Del Toro Panama in 2026.

Viceroy for Everyone, Viceroy's ongoing commitment to diversity, equity and inclusion to its colleagues and guests can be found at www.viceroyhotelsandresorts.com/about-us/diversity-equity-inclusion.

Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy on [Facebook](#), [Instagram](#) and [TikTok](#).

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