

For Immediate Release:



Viceroy Hotels & Resorts Introduces the New V Team Kids

Luxury hospitality brand's revamped kids programming presents all-new experiences, positioning kids as the stars of their own journey via exploring, connecting, and playing

Los Angeles, CA (June 28, 2023) – [Viceroy Hotels & Resorts](#), the globally renowned luxury hospitality brand, announces the launch of [V Team Kids](#), a revamp and uniquely curated amplification of the brand's kids and family programming, offering an unparalleled range of activities designed especially for young travelers. Viceroy offers V Team Kids experiences at [Viceroy Los Cabos](#), [Sugar Beach](#), [A Viceroy Resort \(St. Lucia\)](#), [Viceroy Chicago](#), [Viceroy Kopaonik, Serbia](#), [Viceroy Santa Monica](#), [Viceroy Snowmass](#), [Viceroy Washington DC](#), and [Hotel Zena](#), each providing kids and teens with a unique showcase of locally-rooted programming specific to each property's destination. From Pacific Ocean surfing and skateboard lessons in Santa Monica and curated family picnics on Lake Michigan, to sand art and piñata making on the Sea of Cortez, and beach clean-up excursions in the shadow of the majestic Pitons, Viceroy is committed to offering luxury family vacations that captivate the imagination of youth and harness lifetime memories.

Four core pillars embody Viceroy's ethos for V Team Kids: Expressing creativity, connecting community, exploring locally, and empowering play. Every curated moment is designed with intention, empowering Viceroy's youngest guests the freedom to express their creativity (through art and interactive projects), connect to the community (such as excursions and activities focused on environmental preservation), explore the local terrain (via outdoor adventures and nature immersion), and let their playful side thrive (through active play, sports, and games).

"With V Team Kids, Viceroy introduces a more intentional commitment to enhancing family travel with the brand, delivering new curated, meaningful experiences that go beyond what you'd expect at a typical kid's club", says **Kelly Kang, Viceroy's Vice President, Brand Marketing**. "The launch of V Team Kids kicks off a range of programming that is meant to not only inspire creativity in our young guests, but also impart a positive impact on the destination's community, allowing them to discover the surrounding locale, and even pick up new hobbies. It reflects our brand pillars and ensures that throughout their stay, families traveling to any Viceroy hotel feel special, recognized and taken care of."

V Team Kids Property Highlights

- **Viceroy Los Cabos:** Kids can pay a special visit to the San Jose del Cabo Chocolate Factory, where they will delve into the scrumptious world and history of Mexican chocolate making, and can even participate in beachside baby turtle releases, contributing to conservation efforts while witnessing the wonder of nature. To further enrich their experience, Spanish language classes are offered in the resort's wonder-filled dedicated space, allowing youngsters to learn and practice basic phrases in a fun and interactive setting.
- **Viceroy Snowmass:** From baking classes and contributing to the community herb garden to guided wildlife hikes with Vi the hotel dog, the resort offers a safe and nurturing environment for children to explore, learn, and have fun in the Colorado Rockies.
- **Sugar Beach, A Viceroy Resort:** The entire family can enjoy guided nature walks, exploring and learning about the local flora, fauna, and native species of glorious St. Lucia. And they can actively preserve the local environment by planting coral reefs just off the shores of Sugar Beach, learning how coral reefs play an important part in the island's marine ecosystem.
- **Viceroy Santa Monica:** The hotel embraces its environment, offering customized family adventure days in Los Angeles, which include chef-created picnics with locally inspired fare, bike riding, skateboarding and surfing lessons, and more.
- **Viceroy Washington DC & Hotel Zena:** Creativity reigns at these sister city retreats, with in-room "Book Butlers" at beck-and-call, a wide variety of musical instruments for jamming, baking lessons, and personal photography kits to capture their journey's most memorable moments. Little visitors can also explore over 60 pieces of original art at both hotels in an Art Scavenger Hunt.
- **Viceroy Chicago:** The hotel's magical rooftop Community Beehive is open to kids, where they will learn about the art of beekeeping and its benefits to the environment, and how the hotel uses the honey on property, directly from the restaurant's chef.
- **Viceroy Kopaonik Serbia:** Offering a delightful dedicated space for V Team Kids, the resort offers hair braiding and face painting sessions, hosts fun-filled masquerade balls, and private family picnics in the stunning Kopaonik Mountains.

For more information about Viceroy Hotels & Resorts' V Team Kids and the exceptional experiences it offers, please visit the official website at <https://www.viceroyhotelsandresorts.com/v-team-kids>.

About Viceroy Hotels & Resorts:

Recently named in the top ten of 'Top 25 Hotel Brands' on *Travel + Leisure* World's Best Awards 2022, 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 2023 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

<https://www.viceroyhotelsandresorts.com/culture-community/diversity-equity-inclusion-belonging>.

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](#) and [Instagram](#).

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