



## **Viceroy Hotels & Resorts Announces Partnership With Premier Nonprofit Organization Out & Equal And Introduces Inaugural LGBTQ+ Travel Advisory Board**

**Los Angeles, CA (March 23, 2023)** - Viceroy Hotels & Resorts, the global modern luxury brand, announces its official partnership with [Out & Equal Workplace Advocates](#) (O&E), the premier nonprofit organization working exclusively on LGBTQ+ workplace equality. As a partner, O&E will provide Viceroy with LGBTQ+ executive leadership development, comprehensive Diversity, Equity & Inclusion (DEI) training and consultation, and opportunities for professional networking that create and sustain inclusive and welcoming work environments. This partnership builds upon [Viceroy for Everyone](#) which is Viceroy's ongoing pledge of diversity, equity, inclusion, and belonging for its colleagues and guests, and cements their long-term commitment to meaningful workplace equality.

"Viceroy is passionately committed to Diversity, Equity, Inclusion & Belonging both in the workplace and as a tentpole of our hospitality ethos", says Viceroy Hotels & Resorts CEO Bill Walshe. "Our partnership with Out & Equal further cements the brand's intentions to implement programs that educate our teams, ensure safe and supportive environments for all, and encourage informed conversations that support a compassionate and inclusive workplace."

Viceroy's new partnership kicked off with O&E facilitating and moderating the brand's first LGBTQ+ Travel Focus Group. And as part of the relationship, Viceroy's human resources and learning professionals now have access to O&E's Global Hub; a "one-stop-shop" virtual education and engagement center for executives, DEIB, HR, L&D practitioners, and ERG leaders working for LGBTQ+ workplace inclusion. Through their worldwide programs, learning and development offerings, and annual Workplace Summit conference, O&E's mission is to support organizations to create and sustain cultures of belonging for all.

As part of Viceroy for Everyone, Viceroy has created and introduced an inaugural LGBTQ+ Travel Advisory Board with whom the Viceroy team meets regularly to discuss and create resolutions around current objectives, challenges and opportunities in order to create optimal inclusivity at all of their hotels and resorts. The board consists of well-

respected travel professionals across the world who act as Viceroy's moral compass, ensuring that all commitments are upheld, brand-wide.

They are:

- Beatrice Mercado, Co-President of Bennett + Mercado Hospitality
- George Carrancho, Managing Director of First in Service Travel
- Jason Couvillion, Owner of Bruvion Travel
- John Manelski, Co-founder of InluxuriaTravel
- Sarah W Lee, Co-founder of Modern Family Travels
- Vikram Seshadri, Luxury Travel Advisor at Global Travel Collection

In 2023 Viceroy plans to implement the brand's enhanced DEIB initiatives via results-oriented tactics, such as rolling out a refreshed set of Service Philosophy Standards and partnering each hotel with a local community organization for volunteer engagement opportunities. Additionally, each Travel Advisory Board member will stay at Viceroy's properties in order to experience first hand all revamped operational and service philosophy standards, providing feedback on their stays to the senior leadership team.

For more information, visit:

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

## **ABOUT VICEROY HOTELS & RESORTS**

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, and to better serve travelers the brand has established three unique hotel categories consisting of the [Icon Collection](#) composed of unparalleled properties furnishing lavish experiences, the [Lifestyle Series](#) offering energizing stays in vibrant locales, and [Urban Retreats](#) based in bold, eccentric cities. 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. Viceroy is growing its international portfolio with the recent opening of Viceroy Kopaonik Serbia and looking ahead with Viceroy at Ombria Resort Algarve (Portugal) in 2023 and Viceroy Bocas Del Toro Panama in 2024. Additionally, Viceroy was named in the top ten of 'Top 25 Hotel Brands' on *Travel + Leisure* World's Best Awards 2022.

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 800 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy on [Facebook](#) and [Instagram](#).

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