

# VICEROY

HOTELS & RESORTS



## **VIPets @ Viceroy** **Viceroy Hotels & Resorts Kicks Off Brand Wide Pet Initiative** **Celebrating National Pet Day**

**All Viceroy Properties Will Offer Special Amenities  
And Waive All Pet Fees April 11 - May 31**

**\*Animal Family Members Will Enjoy Special Programming Including  
Turndown Service And VIPets @Viceroy Package Add-Ons\***

**LOS ANGELES** (March 31, 2022) - Global modern luxury hotel brand [\*\*Viceroy Hotels & Resorts\*\*](#) announces a new brand-wide initiative **VIPets @ Viceroy**, kicking off on National Pet Day, April 11th. **From April 11th - May 31, all of Viceroy's hotels and resorts in the U.S, Mexico, the Caribbean, and Europe will waive standard pet fees**, and furry guests will experience a complimentary turndown treat. Pet guests' families may also book extra unique special amenities

across Viceroy's destinations, such as pup brunches, curated guides to pet-friendly sites, and shaded doggie beach palapas.

Pet travel is expected to exponentially increase in 2022 and Viceroy Hotels & Resorts have always been a welcoming luxury haven for guests traveling with their four legged family members. In addition to the brand-wide VIPets @ Viceroy initiative, Viceroy's properties across the globe offer a charming and accommodating array of pet amenities 365 days a year, and will be enhancing their special offerings between April 11 - May 31, 2022. **Highlights of Viceroy properties' evergreen and new VIPet services include:**

#### **Viceroy Santa Monica**

- On National Pet Day, April 11, Viceroy Santa Monica will launch **"Wags & Brunch"**, a pup brunch that will be offered every Saturday and Sunday featuring menu items such as the "Puppy Scramble, Salmon Stir Fry" and pup-tails including "Take My Breath Away" (Cucumber, mint, coconut water) and the **Snoop Doggy Dog (CBD oil, peanut butter, banana, almond milk)**

#### **Viceroy Riviera Maya**

- **PetVacay Program:** Upon arrival, pet guests receive a Mayan Blessing performed by the authentic in-house *shaman*
- Personalized hand-made **pet palapas** throughout the property, and a special pet dining menu
- Staff bathes dogs of refuge [SOS El Arca](#) every weekend during April

#### **Viceroy Chicago**

- Hotel donates a portion of the **\$50 VIP Package fee** to [Orphans of the Storm](#), a Chicago-based animal rescue that helps homeless pets in the city through providing medical help, nurturing them back to health, and placing each rescue in a loving home
- **"Dog Days of Somerset"**: Beginning on National Pet Day, April 11<sup>th</sup>, Viceroy Chicago will launch dog-friendly dining days on the Somerset patio. Guests are encouraged to bring along fido to enjoy **house-made dog cookies and ice cream from Executive Pastry Chef Tatum Sinclair**, and Pet Winery champagne will be available for purchase. Following the launch on National Pet Day, "Dog Days of Somerset" will continue to be offered once a month at Somerset
- Courtesy bags for walks, and custom in-room Viceroy dog bed with food and water bowls (upon request and based on availability), and dog walking services
- A curated Chicago Pet Map with a handful of pet friendly shopping, dining, and attraction recommendations around the city that pooches of all sizes can enjoy

#### **Viceroy Snowmass**

- **National Pet Day "yappy hour"** at Nest Patio on April 11: Every drink donates \$1 to a local animal shelter and the resort will match all donations to the local shelter
- Food and water bowl plus a dog bed in guest rooms, pet toys, bandana neck ties, and a take home keepsake; your pet's paw print in clay
- **On April 11th, the resort will welcome "Vi" - a Bernese Mountain Dog - as official house dog.** Vi will be leading daily hikes with guests throughout summer

#### **Viceroy Kopaonik, Serbia**

- **Two pets in residence:** “**Pique**” (named after their Pique Ski Bar) a rescue dog who has been with the resort since its opening, and “**Fluffy**”, who has her own mural in Generation V Kids Club
- Plush pet toys, plus food and water bowls in rooms and throughout the property

### **Hotels Zetta, Zelos and Zeppelin**

- A **San Francisco Pet Guide:** a curated list of nearby pet-friendly restaurants, parks, spas, and boutiques
- **Wag! Partnership:** The hotels partner with Wag!, the country's largest on-demand mobile dog walking and dog care service. Guests can request an enhanced dog walking service through Wag! at a special discounted price
- A custom Viceroy Urban Retreats dog bed, plus food, and water bowls

### **Hotel Emblem San Francisco**

- Custom dog beds, a leash for each pup, plush toys, food and water bowls, and dog walking services
- A **San Francisco Pet Guide:** a curated list of nearby pet-friendly restaurants, parks, spas, and boutiques

### **Viceroy Washington DC**

- Viceroy Washington DC offers dog bowls, treats, toys and a pet bed for guests staying with their furry friend

### **Hotel Zena**

- Hotel Zena offers dog bowls, treats, toys and a pet bed for guests staying with their furry friend

## **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, Beverly Hills, Riviera Maya, Snowmass, San Francisco, Washington D.C. and St. Lucia. In 2020, the brand expanded to D.C. with the opening of the Viceroy Washington DC and Hotel Zena (Washington D.C.), and Viceroy is growing its international portfolio with the recent opening of Viceroy Kopanik 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 one of the Top 25 Hotel Brands on *Travel + Leisure* World’s Best Awards 2021.

*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](https://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 <https://www.viceroyhotelsandresorts.com/pet-friendly-hotels> Follow Viceroy on [Facebook](#) and [Instagram](#).

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