



## **VIRTUOSO® & *VIRTUOSO LIFE* MAGAZINE REVEAL RECIPIENTS OF THE 2011 “BEST OF THE BEST” HOTEL AWARDS**

*World’s Most Prestigious Hotels and Hospitality Professionals Honored at  
Virtuoso’s 23<sup>rd</sup> Annual Travel Mart*

**LAS VEGAS (August 18, 2011)** – Leading luxury travel network, **Virtuoso®**, along with its award-winning magazine *VIRTUOSO LIFE*, announced this year’s winners of the prestigious “Best of the Best” hotel awards last night at Virtuoso’s 2011 Travel Mart conference. This marks the fifth year Virtuoso has reviewed its collection of more than 900 world-class properties and recognized hotels that set new standards in luxury travel and hospitality professionals who elevate the industry through their efforts. Virtuoso CEO, Matthew D. Upchurch, *VIRTUOSO LIFE* publisher and vice president of marketing, Terrie Hansen, and Virtuoso vice president of hotels, destinations & tours, Albert Herrera, revealed the award winners during the Hotels & Resorts dinner at Travel Mart, taking place at the Bellagio in Las Vegas from August 14–18, 2011.

“This year’s ‘Best of the Best’ award recipients have truly earned the title,” said Herrera. “In a world where ‘luxury’ has become one of the most overused words, the individuals who took home awards raise the bar for everyone in the hospitality industry by focusing on delivering the best and most personal experience, one guest at a time. We rely on the extensive knowledge of our travel advisors when deciding on which property and individual should receive a ‘Best of the Best’ accolade, and winning this award really does applaud the properties that are, put very simply, in a league of their own.”

Editors of *VIRTUOSO LIFE* magazine, the Virtuoso network’s award-winning publication, collaborated with the organization’s elite travel advisors to select hotel nominees in ten categories that ranged from best architectural design to top hotel and hotelier of the year. The network’s more than 6,000 advisors weighed in on the nominees to determine this year’s award recipients.

“These awards honor properties that create unique experiences and display genuine commitment to the treatment of their guests, as well as their own communities,” said Elaine Srnka, editorial director of *VIRTUOSO LIFE*. “By recognizing what’s exceptional with each of these properties and the talented individuals who make such an impact within the luxury travel industry, we have a list of outstanding winners.”

Travel Mart brings together nearly 1,700 of Virtuoso’s member travel advisors – considered the top producers in the industry – and over 1,600 of the world’s best travel providers to participate in the industry’s preeminent networking event. The “Best of the Best” award winners will be featured in the September/October 2011 issue of *VIRTUOSO LIFE* magazine ([www.virtuosolife.com](http://www.virtuosolife.com)), reaching 200,000 upscale, world travelers.

Award categories and recipients follow:

**Best Achievement in Design: The Ritz-Carlton, Hong Kong**

Occupying floors 102 to 118 of the International Commerce Centre, The Ritz-Carlton, Hong Kong has the distinction of being the highest hotel in the world. Inspired by the city's vibrant culture, the design reflects a more contemporary feel. This 312-room hotel, strategically situated on the West Kowloon waterfront, offers magnificent views of the bustling city and Victoria Harbour.

**Best Culinary Experience: Le 114 Faubourg at Hôtel Le Bristol, Paris**

Young executive chef Eric Desbordes of Hôtel Le Bristol's Le 114 Faubourg restaurant delights with his creative and authentic cuisine. Guests can enjoy delicious fare, featuring fresh and seasonal vegetables, and playful décor in this modern brasserie. With an open kitchen, patrons can watch as the innovative menu comes to life.

**Best Bar: American Bar at The Savoy, London**

The timeless elegance of the American Bar at The Savoy Hotel recalls the golden age of the Roaring Twenties. Once home to legendary bartender Harry Craddock, author of *The Savoy Cocktail Book*, the bar continues to create classic yet imaginative cocktails. Patrons can lounge on the electric blue and gold chairs and enjoy the intimate setting while a live pianist plays classic American Jazz.

**Best Family Program: Montage Deer Valley, Park City, Utah**

With a range of fun indoor and active outdoor activities offered, Montage Deer Valley makes the perfect destination for a family vacation. Little ones are entertained daily by Paintbox, the year-round children's program, and can participate in engaging crafts and play. The whole family can join in outdoor photography, family yoga, guided nature hikes and fly-casting lessons, as well as horse-drawn sleigh rides, blanket picnics and outdoor concerts. Daly's Pub & Rec. also offers darts, billiards, bowling and arcade games for a night indoors.

**Best Spa: Canyon Ranch Hotel & Spa, Miami Beach, Florida**

At 70,000 square feet, Canyon Ranch Hotel & Spa in Miami Beach is the largest spa in Florida. Hotel guests have full, complimentary access to the state-of-the-art facility and an à la carte approach gives guests the flexibility to come and go. The 150-suite boutique luxury hotel offers healthy living choices and explorations of wellness guided by world-class experts. With the vibrant city of Miami just outside, guests can relax in the spectacular Aquavana® thermal suite, enjoy incredible spa treatments, swim in the pool, scale the two-story climbing wall and take in stunning ocean views from the fitness facility.

**Most Innovative Guest Experience: Triple Creek Ranch, Darby, Montana**

A mountain retreat that features private log cabins as well as comfortable rooms in the lodge, Triple Creek Ranch offers the opportunity to explore nature while being surrounded by luxury. Adult travelers enjoy not only the romantic setting, but the beautiful landscape, wildlife, outdoor activities year round and the Western inspired décor. The unbeatable service ensures guests' needs are taken care of so they can relax in world-class accommodations, savor delicious contemporary cuisine and taste the world's finest wines.

**Most Socially Responsible: Rosewood Mayakobá, Riviera Maya, Mexico**

Built within the jungles of Mexico's Yucatán Peninsula, Rosewood Mayakobá embraces its surroundings by being truly conscious about the environment. It has proven its social responsibility through its efforts to promote the sustainable use of resources and ambition to conserve the

environment. The hotel recently won the ‘Sustainable Standard-Setter Award’ by the Rainforest Alliance and has become recognized as a pioneer hotel in the green movement.

**One to Watch: The St. Regis Lhasa Resort, Tibet**

Standing on the “Roof of the World,” The St. Regis Lhasa Resort is 12,000 feet above sea level and offers a truly unique experience of refined elegance and luxury. The tailored service reflects the renowned St. Regis lifestyle, but the exotic setting provides an original twist on these timeless traditions. Situated in the Tibetan Plateau, the 162-room resort provides guests with unrivaled views of the Himalayas. The incredible Iridium Spa, located within the hotel, is Tibet’s first luxury spa.

**Hotelier of the Year: Offer Nissenbaum, The Peninsula Beverly Hills, California**

Beginning his current role as the Managing Director of The Peninsula Beverly Hills in 2007, Offer Nissenbaum strives for perfection in the service of his hotel. He believes teamwork and innovation is the key to truly exceptional treatment of the guests. Seamless execution is a priority for this hotelier, which is why he continues to create unmatched experiences for all who stay at The Peninsula Beverly Hills.

**Hotel of the Year: Hotel Cipriani & Palazzo Vendramin, Venice**

With magnificent views over the open lagoon, Palladian San Giorgio Maggiore to the east, or the walled gardens and vineyards to the west, Hotel Cipriani offers all of the beauties of Venice. The enchanting hotel features luxurious accommodations and the finest service, providing guests with an experience that is quite superior. An ancient courtyard and passageway adorned with flowers connects the Palazzo Vendramin to the Hotel Cipriani. The 15<sup>th</sup> century residence has 16 suites and rooms with amazing views of the Cipriani gardens as well as across to St. Mark’s Square.

###

**About Virtuoso:**

Virtuoso<sup>®</sup> is the industry’s leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,200 of the world’s best travel providers and premier destinations. The network’s member agencies generate over \$5.1 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network’s affluent clientele with exclusive amenities, rare experiences and privileged access. Virtuoso is the exclusive network of travel services and benefits provided by MasterCard<sup>®</sup> for participating World Elite MasterCard<sup>®</sup> programs.

To view Virtuoso’s latest video content, visit <http://www.youtube.com/user/VirtuosoTraveler>.

**For further press information, please contact:**

Misty Ewing  
Virtuoso – Director, Public Relations  
Ph: 212.588.8242 or m: 206.484.8022  
Email: [mewing@virtuoso.com](mailto:mewing@virtuoso.com)

Emily Venugopal / Jami Gordon-Smith  
The Brandman Agency  
Ph: 212.683.2442  
Email: [firstname@brandmanpr.com](mailto:firstname@brandmanpr.com)