

Viceroy Announces New Beachfront Resort in Zihuatanejo, Mexico

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Kor Brings Second Luxury Resort to Playa La Ropa in Mexico

Viceroy Hotels and Resorts, one of Kor Hotel Group's luxury brands, announces plans today for its newest Viceroy project, Viceroy Zihuatanejo. The property will become the luxury flag's second offering in Mexico after its in-development project, Viceroy Mayakoba in the Riviera Maya. Set to open in 2010, Viceroy Zihuatanejo will be located on the intimate Playa La Ropa Beach in Zihuatanejo.

'Kor Hotel Group continues to demonstrate its interest and commitment to the beautiful town of Zihuatanejo, We are proud to be positive contributors to the area and to be able provide our guests with the newest world-class resort in Zihuatanejo,' said Nicholas Clayton, President of Kor Hotel Group.

Viceroy Zihuatanejo will be located at the center of Zihuatanejo Bay on the famous Playa La Ropa Beach, near its sister property, The Tides Zihuatanejo (formerly Hotel Villa del Sol). Kor's existing Tides resort there is the destination's longest-operating and only beachfront luxury property, and was named 'One of the World's Best Resorts' by Travel + Leisure in 2007. With Viceroy Zihuatanejo, Kor Hotel Group will grow to become the area's most influential resort operator with two luxury properties ideally positioned on the beach at the center of Zihuatanejo Bay.

Award-winning architect Jean-Michel Gathy and his design firm, Denniston International will create the interior and exterior experience for Viceroy Zihuatanejo. Known for his exclusive resort designs throughout Indonesia as well as other world-class destinations, Jean-Michel and his team will create a relaxed, yet inspirational environment at Viceroy Zihuatanejo.

Viceroy Zihuatanejo will feature all of the Viceroy brand's elite features, including provocative design, personalized and uniquely customized service, an array of opulent and modern amenities designed for leisure travelers, signature dining venues that reflect the distinctive character of their settings and a holistic wellness program offering contemporary, natural spa treatments.

Exquisitely appointed and serviced resort residences will be made available for ownership opportunities with more details available later this year.

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