



THE LONDONER HOTEL ACCEPTED INTO GLOBAL LUXURY TRAVEL GROUP VIRTUOSO®

LONDON (June 17, 2024) – The Londoner has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprising over 2,300 preferred suppliers in 100 countries. According to Hasnain Alloo, Executive Vice President and Commercial Director for Edwardian Hotels London, which owns and operates The Londoner, inclusion in Virtuoso will present new sales and marketing opportunities to the network's luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$28–\$32 billion annually, making the network the most significant player in luxury travel.

“Virtuoso’s acceptance process is incredibly selective, so becoming a preferred partner is a true honour,” said Alloo. “The reputation Virtuoso member agencies have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service. Now that we’re part of this renowned network, we look forward to offering Virtuoso advisors and their clients the special amenities, values and experiences that surpass their expectations.”

The Londoner joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare opportunities and exceptional value for Virtuoso clients. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel’s preeminent worldwide gathering. The Londoner’s acceptance into Virtuoso gives it direct relationships with the world’s leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

The Londoner is an iconic destination nestled in the heart of Leicester Square. Boasting exquisite design and unparalleled hospitality, the super boutique hotel stands as a beacon of sophisticated style in the bustling city centre. With its prime location and concierge services, guests are treated to unrivalled access to some of London's most renowned attractions, theatres, shows and cultural hotspots. The hotel has 350 sleek bedrooms and suites, six concept eateries and bars, three guest-only parlour rooms at The Residence, an underground wellness retreat, two screening rooms, seven inspiring meeting spaces and a stunning ballroom for up to 850 guests, in addition to an array of world-class amenities and more. As an esteemed member of Preferred Hotels & Resorts’ prestigious Legend Collection, The Londoner offers an unforgettable experience in cosmopolitan luxury.

For more information about The Londoner, call +44 20 7451 0101 or visit www.thelondoner.com.

About Edwardian Hotels London:

[Edwardian Hotels London](#) is a privately owned hotel group that has been operating and developing its hospitality portfolio since Jasmin Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London. In January 2024, Edwardian Hotels London announced the sale of 10 Radisson Blu Edwardian properties to Starwood Capital, distilling its portfolio into a boutique collection of ultra-premium hotel and dining experiences.

[The Londoner](#), Edwardian Hotels London’s latest opening on London’s Leicester Square, is the world’s first super boutique hotel and incorporates 350 bedrooms and suites, six concept eateries and bars, The Residence, [The Retreat](#), private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests. It is a member of Preferred Hotels & Resorts’ prestigious Legend Collection.

The group also owns and operates [The May Fair](#) and [The Edwardian Manchester](#), both part of premium lifestyle brand Radisson Collection, as well as a range of luxury restaurants and bars, including award-winning brands such as [May Fair Kitchen](#), [Peter Street Kitchen](#) and [May Fair Bar](#).

About Virtuoso

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 54 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,300 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$28-\$32 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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