



HOTEL JACKSON ACCEPTED INTO GLOBAL LUXURY TRAVEL GROUP VIRTUOSO®

Jackson, WY (March 2022) – Hotel Jackson has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprising over 2,200 preferred suppliers in 100 countries. According to Sadek Darwiche, General Manager of Hotel Jackson, inclusion in Virtuoso will present new sales and marketing opportunities to the network's more than 20,000 luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$25–\$30 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 honor,” said Darwiche. “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.”

Hotel Jackson 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. Hotel Jackson’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.

Just steps away from Jackson Town Square and the iconic antler arches, Hotel Jackson offers rest and rejuvenation with spacious and bright rooms, triple-sheet bedding and spa-like bathrooms. Virtuoso guests will enjoy early check-in/late check-out and a room upgrade upon arrival (subject to availability); a daily breakfast credit at our award-winning restaurant FIGS (two guests per bedroom, up to \$25 per person); complimentary transportation in the house car; and an exclusive branded gift bag full of luxurious goodies.

For more information about Hotel Jackson, call 307.733.2200 or visit hoteljackson.com.

About Hotel Jackson

Just one block from Jackson’s iconic Town Square, with its iconic arches of elk antlers, Hotel Jackson is a luxury, LEED-built, boutique hotel in downtown Jackson Hole, Wyoming. Family founded, designed and operated, Hotel Jackson is steeped in local heritage and authenticity. Our modern design blends Western history and rustic design elements with contemporary forms and materials. Although Hotel Jackson is in as urban a location as can be found in Wyoming, inspiring everything about our aesthetic is this valley’s spectacular landscape, which guests can be skiing or hiking in after only a short five-minute drive.

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 over 50 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,200 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.) \$25–\$30 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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