



VIRTUOSO® ANNOUNCES *The Hay-Adams* AS NOMINEE FOR PRESTIGIOUS “*BEST OF THE BEST*” HOTEL AWARDS

LUXURY TRAVEL AGENCY NETWORK NAMES THE HAY-ADAMS AS A CONTENDER FOR THE HOTEL OF THE YEAR

WASHINGTON, DC (June 29, 2011) – Virtuoso®, the industry’s leading luxury travel network, has once again reviewed its extensive roster of world’s best hotels and resorts to determine nominees for its fifth annual Virtuoso “*Best of the Best*” Hotel Awards. The network selected The Hay-Adams as a nominee for Hotel of the Year, making it the only U.S.-based hotel nominated this year. With more than 900 choices, the competition is steep and The Hay-Adams is one of only 50 properties under consideration for the awards that range from “Best Family Program” to “Best Bar Experience” and the ultimate “Hotel of the Year.” Elaine Srnka, *VIRTUOSO LIFE* magazine’s editorial director, and Albert Herrera, Virtuoso’s vice president of hotels, destinations & tours, named the properties that serve as stand-outs within the organization and demonstrate the highest standards in their given category.

The Hay-Adams is already part of the organization’s esteemed Hotels & Resorts Program, a process that requires thorough vetting from Virtuoso to ensure the quality and standards meet the exacting demands of Virtuoso’s upscale clientele. Editors of *VIRTUOSO LIFE* magazine, the network’s award-winning publication, reviewed numerous submissions and researched hundreds of properties to select the award nominees. Now it is up to the network’s elite travel advisors to determine which hotels exemplify the 10 categories.

Virtuoso says that nominees not only represent their given categories, but also the preferences of today’s travelers. “As a *Best of the Best* award nominee, The Hay-Adams sets the standard for excellence amongst hotels around the world,” said Albert Herrera, Virtuoso vice president of hotels, destinations & tours. “The properties we selected redefine luxury by surprising and delighting their guests. They deliver exceptional experiences, while making it look effortless. Anyone associated with hospitality knows that is no simple feat. We are proud to include The Hay-Adams among our extraordinary list of nominees.”

Winners will be revealed on August 17, 2011, at the Hotels & Resorts dinner during Virtuoso’s 23rd annual Travel Mart Conference. Taking place at the Bellagio in Las Vegas from August 14-19, Travel Mart brings together thousands of Virtuoso’s member travel advisors – considered the leaders in creating luxury experiences – and the world’s best travel providers to participate in the industry’s preeminent networking event. *VIRTUOSO LIFE* magazine will feature the *Best of the Best* winners in its September/October 2011 issue. For more information, visit www.virtuosolife.com.

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About Virtuoso

Virtuoso[®] 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 1,000 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[®] for participating World Elite MasterCard[®] programs. For more information, visit www.virtuoso.com. To see Virtuoso's latest video content, visit <http://www.youtube.com/user/VirtuosoTraveler>.

About The Hay-Adams

Located at Sixteenth and H Streets, at Lafayette Park across from the White House, The Hay-Adams is Washington's finest luxury hotel and one of the most historic and celebrated properties in the world. The Hotel offers 145 rooms and suites, many with White House views. It has won numerous awards for its impeccable service, and is a member of The Leading Hotels of the World, an exclusive group of discriminating luxury hotels worldwide. The Hotel recently underwent renovations in June 2010 for elevator improvements and roof enhancements. The new roof terrace event space, the "Top of the Hay," was completed in January 2011. For more information, please visit www.hayadams.com.

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