



**THE GRAND**  
YORK

## **THE GRAND, YORK ACCEPTED INTO VIRTUOSO® York's Only Five-Star Hotel Is Now Part of Exclusive Luxury Travel Network**

York, England, (March, 2020) – The Grand, York has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprised of more than 2,000 preferred suppliers in 100 countries. According to Louise Gee, Director of Sales at The Grand, York, inclusion in Virtuoso will open up new sales and marketing opportunities to the network's over 22,000 luxury travel advisors and their highly desirable clientele. Virtuoso agencies sell (U.S.) \$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 Gee. “The reputation Virtuoso member advisors 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 special amenities, values and experiences that surpass their expectations.”

The Grand joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other suppliers worldwide. These partners, which specialize in world-class client service and experiences, secure Virtuoso clients superior offerings, rare opportunities and exceptional value. 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 largest worldwide gathering. The Grand’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.

As York’s only AA five-star hotel, The Grand is the epitome of city centre luxury; a two-minute walk from the train station, and positioned within the city’s ancient city walls, The Grand stands majestic and iconic. Once the headquarters of the North Eastern Railway company, original Edwardian features are retained, while the 207 guestrooms are spacious and comfortable. Offering two restaurants and bars, an atmospheric spa and a new state-of-the-art cookery school, there’s plenty to keep guests busy, alongside the major attraction of the historic city within, which are all within walking distance.

The Grand is also a part of Preferred Hotels, which represents the finest and most diverse global portfolio of independent hotels.

For more information about The Grand, York, call 01904 380038 or visit [www.thegrandyork.co.uk](http://www.thegrandyork.co.uk).

### **About The Grand, York**

York’s only AA five-star hotel, The Grand, York was built in 1906 as the former North Eastern Railway’s headquarters. In 2010 it opened as a hotel and in 2018 it unveiled 100 additional rooms – taking the total to 207 - as part of a £15m expansion and refurbishment.

The Grand York has an intimate and relaxing Spa and a newly opened, state-of-the-art Cookery School, which holds a programme of workshops, classes and guest chef events.

The Grand, York is a member of the Preferred Hotels & Resorts L.V.X. Collection. All guests are eligible to enrol in the I Prefer

hotel rewards programme, which extends points redeemable for cash-value Reward Certificates, elite status, and special benefits, such as complimentary internet to members upon every stay at more than 650 participating Preferred Hotels & Resorts locations worldwide.

### **About Virtuoso**

**Virtuoso®** is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,100 travel agency locations with more than 22,000 elite 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 2,000 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. (U.S.) \$30 billion in annual travel sales make Virtuoso a powerhouse in the luxury travel industry. For more information, visit [www.virtuoso.com](http://www.virtuoso.com).

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