

NEW YORK, Sept. 25, 2013 /PRNewswire/ -- International luxury travel network **Virtuoso®** welcomes

Rosewood London

, part of the Rosewood Hotels & Resorts portfolio, into its illustrious collection of preview properties. The hotel, located in

London's

charming Bloomsbury neighborhood, will open

October 15

2013 with an exclusive "A Sense of Discovery" offer for guests booking before March 31

2014 with a Virtuoso travel advisor. Included in the package are the following:

- Guaranteed room upgrade at time of booking
- Savings of 10% on best available rates
- English breakfast for two daily
- Food and beverage credit of \$100 USD

The 100-year-old building has undergone a \$130 million renovation that blends English heritage with contemporary sophistication to evoke a true sense of place and discovery. Guests enter the stunning Edwardian era property through the original carriageway entrance and private courtyard before ascending a grand marble staircase. Set beyond the busy streets of London's

Midtown area near High Holborn, guests will enjoy a peaceful retreat just steps away from key sights such as Covent Garden, the West End theatre district, the River Thames and many museums including the British Museum.

Virtuoso® Introduces Journey of Discovery into Midtown with Rosewood London

Written by Australian Business

Rosewood London joins an impressive roster of new hotels accepted into Virtuoso's Preview Program, including Sofitel Montevideo Casino Carrasco & Spa and the Shangri-La Bosphorus. With an exclusive partnership during its first year of operations, Rosewood London will benefit from Virtuoso's networking opportunities, advisor education programs, marketing initiatives and sales support. As a result, clients of Virtuoso travel advisors receive benefits unavailable elsewhere. Preview is part of Virtuoso's renowned Hotels & Resorts Program, now in its 21st year. The program includes 983 of the world's best properties, vetted by the network's luxury travel advisors.

"Rosewood London is an outstanding addition to our exclusive Preview program," says Albert Herrera, Virtuoso senior vice president, global product partnerships. "Virtuoso Travelers will feel like house guests arriving at Downton Abbey when they drive through the gates of Rosewood London into the historic courtyard. Style, service and generously-appointed suites await while outside lies one of the most dynamic and cosmopolitan areas of London ready to be discovered."

Rosewood London has 262 rooms and 44 suites, each designed to provide guests the feel of a true London residence. In addition to eight Signature Suites, 21 Grand Premier Suites and 15 Premier Suites, the hotel offers the Grand Manor House Wing with the option of six bedrooms and an unrivalled 6,295 square feet of living space.

Its dining venues offer varied authentic experiences. The Mirror Room offers social dining and afternoon tea whilst the Holborn Dining Room, opening in February 2014, will serve traditional British cuisine with an attached delicatessen for guests on the go. The bar holds a wide variety of whiskeys and classic cocktails in a rustic and hearty atmosphere, echoing that of a gentlemen's club, complete with live pianist.

The hotel also features a 4,273-square-foot grand ballroom, three heritage boardrooms, and two private dining rooms for meetings and events. A Sense® spa, Rosewood's signature spa brand, will complement a fitness suite.

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