

NEW YORK, Jan. 22, 2014 /PRNewswire/ -- International luxury travel network **Virtuoso®** welcomes

[Portrait Firenze](#)

, the newest property from the Ferragamo family-owned Lungarno Collection, into its illustrious portfolio of Preview properties. Set to open in

May 2014

in

Florence

, the birthplace of Italian fashion, the hotel will offer value-added amenities exclusively for guests who reserve their stay through a Virtuoso travel advisor. Included in the package are:

- Room upgrade based on availability
- A complimentary bottle of Italian sparkling wine in room upon arrival
- One-way transfer to airport or rail station
- Complimentary full buffet breakfast daily for two
- A €50 food and beverage credit
- Early check-in/late check-out
- Rates start from €450 per night (approximately US \$620 per night)

The hotel has a fashionable address as well, overlooking Florence's famed Ponte Vecchio. It is set along the banks of the River Arno, just steps away from the Piazza della Signoria, the Uffizi Gallery, and the Salvatore Ferragamo Museum. Guests will enjoy extraordinary views of the city rooftops and surrounding landscape from several vantage points.

"The Ferragamo name is synonymous with superior quality and timeless luxury, making Portrait Firenze a perfect addition to our collection of world-class hotels," said Albert Herrera, Virtuoso's

Virtuoso® Welcomes Portrait Firenze To Its Prestigious Preview Program

Written by Australian Business

senior vice president of Global Product Partnerships. "

Florence

beckons travelers with its style and rich culture, and Virtuoso guests will fall in love with the elegant and intimate setting Portrait Firenze offers from one of the city's very best addresses."

The brand-new hotel has 36 suites, including four executive suites, one signature suite, a two-bedroom suite and a five bedroom Portrait Floor. Florentine designer Michele Bonan drew inspiration for the beautifully appointed rooms from the famed craftsmanship of the area and the birth of Italian haute couture of the 1950s. Each room features king-size beds, bathrooms featuring Carrara marble and Ferragamo bath products, well-stocked honor bars with local delicacies, and an innovative Bluetooth sound system.

As part of the hotel's commitment to highly personalized service, known as the 'Portrait Experience,' it offers services such as a personal trainer and an in-room massage menu. The concierge (Lifestyle Team) will help guests arrange special cycling excursions in the countryside, personal shopping trips, and specially created tours of Florence and Tuscany. Other privileges for Portrait Firenze guests include:

- Free access to the Salvatore Ferragamo Museum and benefits at the boutique
- Special benefits at Salvatore Ferragamo Creations
- Parking privileges
- Free welcome gift at the Farmacia Santa Maria Novella
- Specially arranged tours of the Vasari Corridor

Portrait Firenze joins an impressive roster of new hotels accepted into Virtuoso's Preview Program, including L'Apogee Courchevel and Rosewood London. With an exclusive partnership during its first year of operations, Portrait Firenze 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 in 100 countries, vetted by the network's luxury travel advisors.

To be connected to a Virtuoso-affiliated travel advisor to reserve a stay at Portrait Firenze, contact Virtuoso at **855-570-3830** or visit www.virtuoso.com.

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About Virtuoso

Virtuoso® is the industry's leading luxury travel network. This by-invitation-only organization comprises 335 agencies with more than 7,200 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,700 of the world's best travel providers and premier destinations. The network's member agencies generate over \$12.5 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. For more information, visit www.virtuoso.com. To view Virtuoso's latest videos, go to <http://www.youtube.com/user/VirtuosoTraveler>.

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