



PRESS RELEASE

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FOR IMMEDIATE RELEASE

HARBOR VIEW HOTEL ACCEPTED INTO VIRTUOSO®

Now Part of Exclusive Luxury Travel Network

EDGARTOWN, MA, MAY 1, 2020 — Harbor View Hotel 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 Bernard Chiu, owner of Harbor View Hotel, 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 Chiu. "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."

Harbor View Hotel 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 can 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. Harbor View Hotel'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.

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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.

About Harbor View Hotel

Nestled in the heart of historic Edgartown, Harbor View Hotel offers unparalleled ocean vistas and a prime location just a short stroll from town and beaches. For over 130 years, it has been a cherished haven for travelers to Martha's Vineyard. Since its acquisition by Upland Capital Group in 2018, the iconic hotel has undergone extensive renovations, blending modern sophistication with timeless charm.

The revitalized property boasts luxurious guest rooms, suites, and public spaces exuding fresh, contemporary design. Its acclaimed food and beverage offerings include Bettini Restaurant, a refined yet approachable restaurant showcasing contemporary American cuisine against the backdrop of stunning ocean panoramas. Behind The View, a chic cocktail lounge, invites guests to unwind with access to the outdoor veranda and breathtaking views. Meanwhile, Roxy Pool Bar beckons with alfresco dining by the pool.

With countless accolades and unparalleled views of Edgartown Harbor, Harbor View Hotel stands as the quintessential Martha's Vineyard getaway.

Links to more information:

harborviewhotel.com

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