



the Serras
BARCELONA Luxury Boutique Hotel



VIRTUOSO.
SPECIALISTS IN THE ART OF TRAVEL

THE SERRAS HOTEL ACCEPTED INTO VIRTUOSO® Barcelona -Hotel- Now Part of Exclusive Luxury Travel Network

BARCELONA, SPAIN (May 30th 2018) – The Serras Hotel has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprised of 1,700 preferred suppliers in 100 countries. According to Ona Matas, Hotel Manager of The Serras, inclusion in Virtuoso will open up new sales and marketing opportunities to the network's 17,500 luxury travel advisors and their highly desirable clientele. Virtuoso agencies sell more than (U.S.) \$23.7 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 Matas. “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 Serras 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 Serras 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.

Guests at The Serras will experience unique 5-star quality service, as the small number of rooms ensures that service is tailored to the needs of each individual guest. In the city center and overlooking the new Marina Port Vell, guests have the best of both worlds, as they can explore Barcelona by foot and enjoy the breathtaking views of the Mediterranean from the room or the rooftop.

About The Serras

The Serras Luxury Boutique Hotel Barcelona is perfectly positioned in one of the most prominent locations in Barcelona - Ciutat Vella. It overlooks Barcelona’s luxurious harbor, Port Vell, with panoramic views of the beautiful Mediterranean Sea and in the heart of Barcelona’s Gothic quarter. It is only a short walk to famous landmarks like Basilica de Santa Maria del Mar, the Cathedral of Barcelona, the Picasso Museum and La Rambla. Barcelona’s golden beaches are less than 10 minutes by foot, while the famous Born neighborhood with its celebrated nightlife, restaurants and bars is just a few steps away.

For more information about The Serras, call 0034 931 691 868 or visit <https://hoteltheserrasbarcelona.com> .

About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,000 travel agency partners with 17,500 elite travel advisors in more than 45 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 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. More than (U.S.) \$23.7 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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Media Contacts:

Carla Serra
Marketing Manager
The Serras Barcelona
Phone: 0034 678 442 354
Email: cserra@hoteltheserras.com

Misty Ewing Belles
Managing Director, Global Public Relations
Virtuoso
Phone: 202.553.8817
Email: mewing@virtuoso.com