



Virtuoso Travel Week Follow Up- The Observatory, a Viceroy Resort

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Cc Tim Cartwright <Tim.Cartwright@viceroy.com>

 2 attachments (7 MB)

The Observatory Fact Sheet.pdf; Sun Valley Flight Path.png;

Good afternoon,

It was wonderful meeting you at Virtuoso Travel Week and introducing you to The Observatory, A Viceroy Resort. Thank you for taking the time to learn more about our upcoming opening and what we're bringing to Sun Valley. I've attached our fact sheet along with a map highlighting the flight options into Sun Valley. I also invite you to explore our recent press coverage and resort updates [here](#)

As you begin planning for ski season (and future summer trips), we're excited to share that bookings are now available for stays beginning **November 1st**, including winter and holiday travel dates. I wanted to share a few highlights that may be helpful in future client conversations.

- From legendary skiing and vibrant summer adventures to its authentic mountain-town charm, Sun Valley has long been a favorite among travelers seeking a more intimate alternative to larger mountain destinations. What truly sets it apart is its rich ski heritage, uncrowded mountain experience, and genuine sense of community, resulting in a destination that guests return to generation after generation.
- The Observatory: A signature resort feature offering immersive stargazing experiences, advanced telescope technology, and live broadcasts of celestial views to every guest room
- We're excited to partner with local vendors to deliver curated, commissionable experiences that help your clients fully immerse themselves in everything Sun Valley has to offer from Wildflower & Wine hikes to private Yurt Dinner Experiences. More details on our Viceroy Signature Experiences will be shared soon.
- Dog-friendly accommodations are available ensuring every member of the family is welcome 🐾
- Exclusive Virtuoso benefits are now available, including a \$300 Viceroy Experience Credit, confirmed upgrade at booking (subject to availability), guaranteed late checkout, and standard Virtuoso amenities. View the promotion details [here](#).
 - *Booking dates- now through October 31st, 2026*
 - *Stay dates- December 1st, 2026 - June 30th, 2027*

Thank you again for taking the time to connect with us at Virtuoso Travel Week. We look forward to staying in touch and welcoming your clients to Sun Valley soon.

Warm regards,

Brett

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