



FOR IMMEDIATE RELEASE

## **MUIR, AUTOGRAPH COLLECTION, ACCEPTED INTO GLOBAL LUXURY TRAVEL GROUP VIRTUOSO®**



**HALIFAX, NOVA SCOTIA** (March 1, 2022) – Muir, Autograph Collection, has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprising over 2,200 preferred suppliers in 100 countries. According to Eugénie Jason, general manager of Muir, inclusion in Virtuoso will present new sales and marketing opportunities to the network's more than 20,000 luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$25–\$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 honour,” said Jason. “The reputation Virtuoso member agencies 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 the special amenities, values and experiences that surpass their expectations.”



Muir joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare opportunities and exceptional value for Virtuoso clients. 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 preeminent worldwide gathering. Muir’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.



Muir is envisioned, developed and operated by [The Armour Group](#), and designed by celebrated Nova Scotian architecture practice [MacKay-Lyons Sweetapple Architects](#). The hotel is a shining example of “Born of this Place” design, honouring character, materiality and heritage through the art of place-making. Throughout the property, the forms portray a contemporary marine, wharf-like design while materiality makes a connection to place – from local materials including salt-and-pepper granite and sandstone to Muntz metal, an alloy prominently used in shipbuilding. Together, these elements provide an indelible sense of place and connection to Nova Scotia. The five-story property encompasses 109 rooms and suites, each boasting dramatic views of the Atlantic Ocean.



Muir’s interiors and furnishings are the work of internationally recognized designer Alessandro Munge, founder and principal of Canada’s [Studio Munge](#). Throughout Muir, custom furniture and lighting, designed and crafted in Canada, reflect a modern interpretation of East Coast design. Rooms and suites are richly textured with curved white oak walls and plank flooring – a subtle nod to luxury ocean travel. Spa-like bathrooms are lined with granite and feature a separate wet room surrounded by frosted glass.

Muir’s collection of amenities set a high bar with Windward Wellness, an 8,000-square-foot wellness centre, outfitted with high-performance fitness equipment, vitality spa pool and halotherapy salt room; [Little Wing](#), a 36-foot Morris yacht available for guests to explore the harbour; and [Reach](#), Muir’s high-speed motorboat – perfect for adventuring to nearby bays and coves. The property is home to [Drift](#), a culinary love letter to this region, offering elevated, regional dining featuring Atlantic Canadian dishes with a modern twist; and [BKS](#), a discreet speakeasy whose historically inspired cocktails are best savoured on the harbourside terrace – the most desirable in the city. Guests can also explore regionally curated art in [True Colours](#), Muir’s private art gallery, which is also available as a distinct and memorable 1,200-square-foot event space.

Virtuoso guests booking at Muir receive an upgrade on arrival (subject to availability), daily breakfast for up to two guests, \$100 (USD) resort or hotel credit (valid towards Drift or Little Wing/Reach rentals in summer), and early check-in/late check-out. For more information about Muir, visit [www.muirhotel.com](http://www.muirhotel.com).

### **About Muir, Autograph Collection**

Inspired by the enduring spirit, culture and character of Nova Scotia, Muir welcomes guests to a refined, distinctly Nova Scotian hospitality experience. Located in the absolute centre of downtown Halifax in the new Queen's Marque district, Muir offers unprecedented waterfront views and ocean access. Each of Muir's 109 rooms promise comfort, serenity and feature bespoke, made-in-Canada furniture and original Nova Scotia art. Muir's amenities include elevated, regional dining; ultra-premium wellness centre with high-performance fitness equipment, vitality spa pool and halotherapy salt room; Muir yacht and motorboat; and a significant regionally-curated art collection, including a private [art](#) gallery. Muir is a gracious host, a one-of-a-kind destination and a true cultural beacon for Halifax and beyond. It is exactly like nothing else.

### **About Virtuoso**

**Virtuoso®** is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 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 2,200 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. Normalized annual sales of (U.S.) \$25–\$30 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit [www.virtuoso.com](http://www.virtuoso.com).

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