



## VIRGIN HOTELS APPOINTS VICE PRESIDENT OF ROOMS

New York, February 12, 2014 – Virgin Hotels, the four-star lifestyle hotel brand, announces the appointment of David Moth as Vice President of Rooms. Moth, who early in his career was Assistant Manager at Sir Richard Branson's Necker Island as well as the Roof Gardens, Virgin Group's private members club, returns to the Virgin family with more than 20 years of international expertise in the hospitality industry.

"Virgin Hotels has an opportunity to create lasting and thrilling guest experiences," said Raul Leal, CEO of Virgin Hotels. "David's experience in both luxury and lifestyle hotels around the world will help us to build a hotel product that will be stylish, functional and fun for our guests."

Prior to joining Virgin Hotels, Moth spent six years with Desires Hotels/Trust Hospitality in several General Manager roles including the Sagamore, the Strand and the Betsy hotels in Miami Beach. In his most recent position as Vice President of Operations for Trust Hospitality, Moth was responsible for overseeing standard operating procedures for the company's global portfolio, which includes locations in New York, Miami, St. Louis, Cartagena and Bogata.

Moth said: "My passion for the hotel business began in Australia sorting linen as part of a high school work experience program and has continued to grow through out the years. I am thrilled to be returning to the Virgin family for the launch of Virgin Hotels and look forward to bringing both comfort and innovation to our guests."

Moth has held managerial roles in some of the world's most iconic hotels including the Tides in Miami and the Malmaison hotel in Glasgow, UK where under his leadership the hotel improved profitability and was named to the Ten Best UK Business Hotels in Conde Nast Traveller Readers Choice Awards 2001 and 2002 and achieved four- star ranking from the Scottish Tourist Board for the first time.

In his role as VP of Rooms for Virgin Hotels, Moth will be responsible for the strategic creation roll out and ongoing evaluation of Virgin Hotels' brand standards as well as implementing innovative enhancements to the rooms product and operational technology while working with each property's General Manager to bring the Virgin Hotels product to life.

### **About Virgin Hotels**

Virgin Hotels is a four-star lifestyle hotel brand designed to attract the same highly-valued business and leisure traveler whose loyalty Virgin has captured over the last 25 years. The aesthetic will be completely unique to the hotel industry, reflecting a stylish functional design concept that removes many of the common pain points of today's travelers.

Virgin's first hotel will be located in the heart of Chicago's Loop district in the historic Dearborn Bank Building at 203 N. Wabash Avenue. The 27-story Art Deco building, a Chicago landmark designed by C.W. and George L. Rapp Architects in 1928, has significant historic and architectural features that will be restored and recreated. The new hotel will have 250 guest rooms, 40 one bedroom suites and 2 rock star suites, and feature meeting spaces, restaurants, lounges and other public areas that reflect the Virgin brand's stylish and functional legacy.

Virgin Hotels Chicago property is scheduled to open in the fall of 2014, followed by a New York City property in the NoMad neighborhood in 2016. Other locations under consideration for Virgin Hotels properties include Dallas, Los Angeles, Miami, Palm Springs, San Francisco, Washington DC, London, and additional neighborhoods in New York City.

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