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VIRGIN HOTELS ANNOUNCES NEW GENERAL MANAGER OF SAN FRANCISCO PROPERTY
Michel Notten to lead hotel operations for upcoming property

San Francisco, CA (July 10, 2017) — [Virgin Hotels](#), the lifestyle hotel brand by Richard Branson, welcomes Michel Notten as the new General Manager of its forthcoming San Francisco property. Michel will leverage his extensive knowledge of the hospitality business to oversee the day-to-day operations and financial success of the hotel.

“Virgin Hotels will be an amazing addition to San Francisco - a city that is already familiar with the brand through Virgin America,” remarked Michel. “Like the airline, Virgin Hotels is a disruptive force with its unique designs, no nickel and diming or absurd fees, as well it’s heartfelt service that comes to life through its teammates.”

Most recently Michel Notten served as General Manager of Hotel Zetta San Francisco, a property in the Viceroy Hotel Group portfolio. Prior to that, Michel spent over ten years in various leadership positions within the Starwood Hotels and Resorts portfolio, including the W Fort Lauderdale, W San Diego, Sheraton Puerto Rico Hotel & Casino, and The Westin Resort & Spa, Los Cabos.

Raul Leal, CEO of Virgin Hotels, remarked, “We are so excited to have Michel Notten join the team. It’s a vital advantage to hire a GM possessing not only extensive experience as a General Manager in the hospitality industry, but also having the experience and wherewithal to run a successful boutique hotel in the San Francisco market.”

Virgin Hotels San Francisco, which will open in Winter 2017 and is located South of Market just steps from Yerba Buena Gardens, and The Moscone Center and will feature 194 Chambers and Grand Chambers; multiple dining and drinking options, including the brand’s flagship space, [The Commons Club](#); The Funny Library coffee shop; numerous meeting spaces; and a rooftop bar. The hotel will also be across the street from the new Central Subway Station, which upon opening in 2019 will connect South of Market with Union Square and Chinatown.

About Virgin Hotels:

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson’s global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago, which was named

the “#1 Hotel in United States” by *Condé Nast Traveler’s* Readers’ Choice Awards 2016, is now open and accepting reservations at virginhotels.com, with San Francisco, Nashville, Dallas, Palm Springs, New Orleans, New York, Silicon Valley, and others to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, Washington DC, and London.

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For more information:

Amanda Caskey, The Door // virginhotels@thedoronline.com