

FOR IMMEDIATE RELEASE



Virgin Hotels Announces First Washington D.C. Property

The new lifestyle hotel, Virgin Hotels Washington D.C. Union Market, is the brand's second property announced in the Northeast

Miami, FL (October 23, 2017) — [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, has announced plans to open and operate a new hotel in Washington D.C. Expected to open in fall 2019, the brand's first Washington D.C. property will reside in the city's emerging Union Market area. It will be managed by Virgin Hotels and developed by D.B. Lee Development & Construction and Brook Rose Development.

"We're thrilled to bring Virgin Hotels to Washington D.C.'s travelers and residents with an energetic, lifestyle hotel experience unlike anything currently offered in the city," said Raul Leal, CEO of Virgin Hotels. "We're excited to be part of the continued evolution and growth of the vibrant Union Market neighborhood."

Virgin Hotels Washington D.C. Union Market will feature 178 Chambers and Grand Chamber Suites; multiple dining and drinking outlets, including the brand's flagship space, [Commons Club](#); a coffee shop, panoramic rooftop lounge with an infinity pool, as well as multiple meetings and events spaces. The hotel will also honor the history of the Union Market area, as well as the artistic roots of the site's former structure, with the implementation of its own artists-in-residence program. Numerous art studios will be located on the second level and alley way, along with an outdoor garden featuring sculptures by local artists.

"Washington DC is in the midst of a cultural renaissance, further establishing itself as a diverse global city that we feel will embrace the Virgin Hotel ethos and lifestyle." Added Dennis B. Lee, President of D.B. Lee Development and Construction. "The Union Market area is representative of that renaissance with significant and eclectic development embracing the historical fabric of the market and community. We feel that Virgin Hotel will not only become a hub of activity in Union Market, but will also greatly enhance the cultural growth of the city, potentially becoming an epicenter of creative spirit."

Virgin Hotels Washington D.C. Union Market is a new build located at 411 New York Avenue, serving as neighbor to the Union Market, an acclaimed culinary destination inspired by Seattle's Pike Place Market. A hotbed for development and creativity, the Union Market area is experiencing exponential growth and will welcome many exciting residential, culinary and retail projects in the years leading up to and beyond the hotel's anticipated opening.

The brand's first hotel, Virgin Hotels Chicago, is now open and accepting reservations at

www.virginhotels.com, with San Francisco, Dallas, Palm Springs, Silicon Valley, New York, New Orleans and Nashville slated to open next. Virgin Hotels continues to explore properties in cities such as Boston, Los Angeles, Miami, Austin, Seattle, Boston, Toronto, Montreal and London.

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 Conde Nast Traveler's Readers' Choice Awards 2016 and "#1 Hotel in Chicago" by Conde Nast Traveler's Readers' Choice Awards in both 2016 and 2017, is now open and accepting reservations at virginhotels.com. Virgin Hotels San Francisco is slated to open in early 2018. Locations in Nashville, Dallas, Palm Springs, New Orleans, New York, Silicon Valley, and others are 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, and London.

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