



Find Your Scene with Virgin Hotels Chicago Hotel Provides Insider Info on Undiscovered Experiences

CHICAGO, (February 26, 2015) [Virgin Hotels Chicago](#) has collaborated with some of the city's most influential bloggers to bring locals and hotel guests a fresh perspective on what's hot and happening, and off the beaten track, in the Windy City. [Step Outside](#) features seven personas each paired with a carefully curated mix of things to do, see, eat and explore, all crafted by a hand-selected team of local bloggers. [Step Inside](#) explores topics such as music, entrepreneurship, what's good for people and planet, plus the line-up of programming at Virgin Hotels Chicago.

Doug Carrillo, Vice President of Sales & Marketing said, "In typical Virgin fashion, we didn't want to introduce an ordinary hotel city guide. We collaborated with bloggers who are imbedded in the Chicago landscape to create thoughtful, well-rounded and distinct insights on the city's best activities, restaurants, neighborhoods and more. Step Outside will evolve each season, presenting a new set of bloggers and their recommendations."

Step Outside's 'Find Your Scene' offers seven personas including:

- Whether you're into cha-cha-cha-ing or freefalling without ever taking off, **The Dare Devil** suggests adrenaline-inducing activities to keep your ticker ticking. This season's edition is brought to you by Head of Marketing for Mentor Mob, Kristin Demidovich.
- From BYOB movie theaters to a former macaroni factory turned art space, **The Artist**, is curated by Fake Shore Drive creator, Andrew Barber.
- **The Partier**, appropriately put together by DJ Kid Color, offers up long-time staples on the Chicago dance and music scene, with a mix of late night venues serving up belly-bombs at 3am.

"It's great to see Virgin Hotels coming into the Chicago community and immediately supporting and embracing the local arts and entertainment scene," said Andrew Barber, Creator of Fake Shore Drive and The Artist.

Step Inside gives viewers a peek into artist performances at the hotel, cultural happenings, tidbits on the entrepreneurial/start-up scene, special guest interviews and Virgins Hotels' take on monthly horoscopes. Carrillo commented, "Step Inside will provide our guests with ever evolving content that interests them, brings a chuckle and gives an insider's view into the world of Virgin Hotels."

Virgin Hotels Chicago is now open and accepting reservations at virginhotels.com, with Nashville slated for 2016 and New York 2017. Virgin Hotels continues to explore hotel and office conversions as well as

ground-up development in cities such as Boston, Dallas, Los Angeles, Miami, Austin, Seattle, San Francisco, Washington DC, and London.

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For more information, please contact Laura Kilroy, Communications & Social Media Manager at 305.401.1830 or laura@virginhotels.com

About Virgin Hotels

Virgin Hotels is a lifestyle hotel brand designed to attract the same highly valued business and leisure traveler whose loyalty Virgin has captured throughout 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. The group seeks new development and conversions of existing hotels or office properties in major urban markets. Parties interested in partnering with Virgin Hotels may contact the company at www.virginhotels.com or (212) 966-2310.