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**VIRGIN HOTELS ANNOUNCES NEW DIRECTOR OF COMMUNICATIONS & SOCIAL MEDIA
Ana Lanzas to lead public relations for the hotel brand**

Miami, FL (May 8, 2017) — [Virgin Hotels](#), the lifestyle hotel brand by Richard Branson, welcomes Ana Lanzas as the new Director of Communications & Social Media. Lanzas, who is based in Miami, will oversee the brand's public relations and social media campaigns.

"I am proud and grateful for the opportunity to be part of an amazing brand like Virgin Hotels," remarked Lanzas. "I look forward to growing the brand through innovative public relations and digital strategies, during this extraordinary time in the hospitality industry."

Lanzas will be responsible for executing the Virgin Hotels brand communications strategy through a variety of channels, including proactive and reactive media communications, PR & marketing campaigns on a national and local level, coordinating press trips and managing the brand's social media platforms. Most specifically, she will collaborate with partner agencies on communication strategies surrounding campaign launches, future openings and event initiatives.

VP of Sales & Marketing of Virgin Hotels, Doug Carrillo, remarked, "At a time when Virgin Hotels is expanding at such an incredible rate, we are so thrilled and excited to welcome Ana to the team. She'll be a remarkable addition to the brand as we look to further connect with media partners and the public through press and social media."

Throughout her career, Lanzas has amassed a wealth of experience in hospitality, lifestyle, food & beverage, special events and entertainment communications. During her most recent role as Director of Public Relations & Social Media for Fontainebleau Miami Beach, she managed highly successful programs and projects, including the openings of signature restaurants on property as well as managing numerous top-bill concerts and events. Prior to Fontainebleau, Lanzas was the Public Relations Manager at the Seminole Hard Rock Hotel & Casino in Hollywood, Florida.

Virgin Hotels Chicago opened in 2015, and the brand recently announced plans to open additional properties in New Orleans, Silicon Valley, Nashville and Palm Springs. The next opening for the brand will be Virgin Hotels San Francisco in late summer 2017. Hotels in Dallas

and New York City are currently under construction, slated to open in 2018 and 2019, respectively.

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. Virgin Hotels Chicago is now open and accepting reservations at virginhotels.com, with 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 D.C. and London.

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