

EMBARGOED UNTIL JANUARY 24, 2017



Virgin Hotels Takes on New Orleans
The new lifestyle hotel is slated to break ground in April 2017

Miami, FL (January 24, 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 the Warehouse District of New Orleans. Expected to break ground in April 2017 and open its doors in early 2019, Virgin Hotels New Orleans will be developed by Dallas-based Gatehouse Capital.

Raul Leal, CEO of Virgin Hotels, commented, "New Orleans is an incredibly special city and one Virgin Hotels has had an eye on from the beginning. The history, the food, the music, the spirit - they all work together to make it a one-of-a-kind destination for both business and leisure travelers. We're excited to bring the Virgin experience to the Big Easy because it's a perfect fit in terms of our values and our emphasis on creating unique and immersive experiences for our guests."

Virgin Hotels New Orleans is situated in the city's Warehouse District at 550 Baronne Street. The up-and-coming area sits directly next to the Central Business District and is home to a growing number of new restaurants, galleries and shops. The new-build hotel will feature 225 chambers, the brand's flagship space, [The Commons Club](#), a rooftop pool and lounge, gym, and dedicated meeting and event spaces.

Gatehouse Capital has chosen RTKL Architects, Mathes Brierre Architects, and Broadmoor Construction to complete the hotel. Virgin Hotels' Vice President of Design Teddy Mayer has also tapped a local design firm to bring an authentic New Orleans flair to the project.

"Gatehouse Capital, whom we are currently working with to develop our Virgin Hotels Dallas property, is an outstanding example of a partner that understands the Virgin vision and can help bring it to life," said Leal.

Adds Marty Collins, CEO of Gatehouse Capital: "This is the second Virgin Hotel development within our lifestyle platform; and we hope to announce others in the very near future. We look forward to being an even more significant part of Virgin Hotel's brand expansion."

Virgin Hotels Chicago is now open and accepting reservations at virginhotels.com, with Nashville, Dallas, Palm Springs, 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, San Francisco, Washington DC, 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. For more information, please visit www.virginhotels.com.

About Gatehouse Capital:

Founded in 1997, Gatehouse Capital is a national real estate investment and development firm that has launched major mixed-use lifestyle developments such as the W Hollywood Hotel and Residences, W Dallas Victory Hotel and Residences, as well as hotels among the Hilton, Marriott and Starwood brands totaling more than \$1 billion in development. Gatehouse Capital has a reputation for elevating brands and creating hospitality projects that resonate with their guests and their communities. By partnering with industry leaders and visionaries, Gatehouse continually validates its core mission: to deliver extraordinary projects in every sense, beginning with economic return. More information is available at gatehousecapital.com.

###

For more information:

Virgin Hotels:

Amanda Caskey, The Door // 646.340.1723 // amanda@thedooronline.com