

FOR IMMEDIATE RELEASE



**Virgin Hotels Adds Palm Springs to Portfolio**  
*The new lifestyle hotel will be the brand's fifth property*

**Miami, FL (January 26, 2016)** —[Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, has announced plans to open and operate a new hotel in Palm Springs, California. Expected to open in late 2018, the Palm Springs property will be managed by Virgin Hotels and developed by Wessman Development.

Virgin Hotels CEO Raul Leal commented, "Opening a property in California has been on our wish-list since day one, and as Palm Springs has grown beyond its reputation of a retreat for Californians, we knew it was the perfect location for a Virgin Hotel."

Located in the heart of downtown, Virgin Hotels Palm Springs will feature 150 Chambers and Grand Chamber Suites; multiple dining and drinking outlets, including the brand's flagship space, [The Commons Club](#); numerous meeting spaces; and a rooftop terrace and pool overlooking the Santa Rosa and San Jacinto Mountains as well as a new outdoor public event space from the Palm Springs Art Museum, offering guests complimentary VIP seats to concerts, movies and other cultural performances.

Virgin Hotels Palm Springs will be a new build designed by local architect Chris Pardo. Located in the heart of downtown at Main Street & Palm Springs Canyon Drive, the hotel will be surrounded by historic desert modern architecture and within walking distance to an array of art galleries, vintage shopping and top-notch restaurants. Other nearby attractions include the Indian Canyons Reservation, Tram Way, Joshua Tree, and miles of dedicated trails located in the scenic surroundings of the San Jacinto Mountain.

"Virgin is not just a hotel, but a new and completely different experience – one that can be enjoyed not only by our visitors, but by everyone in the community," added Michael Braun of Wessman Development. "The addition of Virgin Hotels Palm Springs will positively impact downtown revitalization and will benefit all of Palm Springs' existing restaurants, hotels and shops for the next twenty years and beyond."

Virgin Hotels Chicago is accepting reservations at [www.virginhotels.com](http://www.virginhotels.com), with Nashville, Dallas and New York slated to open next. Virgin Hotels continues to explore properties in cities such as Boston, Los Angeles, Miami, Austin, Seattle, San Francisco, Washington DC, and London; locations where it is pursuing hotel and office conversions and ground-up development.

###

For more information about Virgin Hotels, please contact Christi Cahill at [Christi@thedoорonline.com](mailto:Christi@thedoорonline.com) or 646-340-1730.

**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 is now open, with Nashville, New York and others to follow. For more information, please visit [www.virginhotels.com](http://www.virginhotels.com).