



## Virgin Hotels San Francisco Fact Sheet

<b>Overview:</b>	Virgin Hotels San Francisco is the second property to open in the Virgin Hotels portfolio, with 192 <a href="#">Chambers</a> and two Penthouse Suites. 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. The property offers three dining and drinking outlets including the flagship restaurant, bar and lounge, <a href="#">Commons Club</a> , a rooftop bar and lounge, <a href="#">Everdene</a> , and the <a href="#">Funny Library Coffee Shop</a> . Each space intermixes a passion for food and beverage, with music and programming, fusing with the local landscape and providing a vibrant, inclusive environment for travelers and locals alike. Known for championing the customer, Virgin Hotels has eliminated nickel and diming tactics by offering high-speed WiFi at no cost, no penalty for early check-in or late check-out, and mini bar options at street prices.
<b>Opening Date:</b>	February 19, 2019
<b>Location:</b>	250 4th Street, San Francisco, CA 94103
<b>Design:</b>	<ul style="list-style-type: none"><li>▪ Hager Design International (HDI): Interior Designer of Record</li><li>▪ Gensler San Francisco: Everdene Rooftop</li><li>▪ Matthew Rolston: Creative Director, Public Spaces &amp; Commons Club</li><li>▪ Architectural Dimensions: Architect</li></ul>
<b>Guestrooms (Chambers):</b>	The hotel's 192 Chambers and two Penthouse Suites span across 10 floors. Room types are Chamber Kings (169), Chamber Queens (14), Chamber Doubles (9) and Penthouse Suites (2). Ranging from 254 to 634-square-feet, all guest rooms are uniquely designed to consist of two distinct spaces separated by a barn style sliding door, complete with a peephole, ideal for working, recharging, wellness and playing. The first space, "The Dressing Room", combines the hallway and a dressing area which includes a full vanity, makeup desk with well-lit mirror, an extra-large shower with a bench, and a closet for two. Slide

open the privacy barn-style door and guests will enter “The Lounge” with the brand’s patented ergonomically designed lounge bed, a red SMEG® mini-fridge stocked with street-priced comforts, High Definition TV, yoga mat, round wood table, a custom designed bench and ample outlets for their smartphone, computer or other electronic devices. All chambers feature custom lighting on sensors that automatically illuminate when guests move. The Chambers showcase warm, wood tones throughout and soft touchable texture, offset with black accents. Touches of signature “Virgin Red” complete the design.

- Services/Amenities:** Guests are afforded access to amenities including, but not limited to:
- *The Know:* The brand’s preferences and loyalty program is all about a ‘membership without dues’ experience. By simply signing up, guests are granted access to room upgrades, member rate discounts, special event and dining offers, and a complimentary daily cocktail hour aptly called the *Spirit Hour* in Commons Club all when booking directly with Virgin Hotels. The Know also allows guests to personalize their stays with anything their hearts desire—from a perfectly stocked mini fridge to just the right pillow.
  - *Mini bars stocked at street prices:* Each hotel room has a fully stocked SMEG® retro mini fridge featuring drinks, healthy snacks and local noshes available for guests to enjoy at street value.
  - *Free WiFi:* Virgin has the long-standing reputation of being the consumer champion and Virgin Hotels is no exception with no nickel and diming or crazy hotel resort/urban fees as well as complimentary WiFi regardless of bandwidth.
  - *One-of-a-kind beds:* All chambers have the brand’s custom designed and patent bed that features an ergonomically designed headboard and footboard.
  - *Pet friendly:* Pets stay for free with no size or breed restrictions. Virgin Hotels offers "Pet-Meritities" including dog beds, food and water dishes, and a Virgin Hotels bandana.
  - *Virgin Hotels App, Lucy:* A custom app that allows guests to order room service, control their room temperature, make dinner reservations, request their vehicle from valet, and even live chat with the hotel’s concierge and

other guests via the mobile app.

- *Fitness Center*: 24/7 gym and fitness center with internet-equipped Technogym cardio machines located on the 2<sup>nd</sup> floor.

## **Dining:**

Virgin Hotels San Francisco provides three dining and drinking options including the flagship restaurant, bar and lounge, Commons Club. Each outlet features seasonal cuisine prepared under the helm of globally-inspired Executive Chef, Adrian Garcia. Influenced at a young age by his family's culinary traditions, Chef Adrian has made his mark on the Bay Area culinary scene, rising through the ranks at many of the city's most renowned restaurants, notably the Michelin-starred Benu, and Quince. As Executive Chef for Virgin Hotels San Francisco, Chef Garcia combines his experience by offering dining options that feature carefully-sourced local ingredients with a wide array of culinary techniques that culminate in a modern and creative style of cooking that pays homage to California's bounty.

**Commons Club** is designed to feel like a "members only" experience that's open to all—traveling hotel guest or locals alike. This modern social club offers a lively and interactive experience in a contemporary, chic environment situated at the main entrance of Virgin Hotels San Francisco. This is where work and play intermingle - where live entertainment and entrepreneurial conversations abound. Each space achieves its own sense of exclusivity with an inviting vibe. The Commons Club's feature grand staircase wall is a soaring installation—a deconstruction of Victorian-era architectural elements, such as cornices, pilasters, and columns. Thirty-foot-high velvet swag curtains add to the theatrical atmosphere. Commons Club includes **The Kitchen by Adrian Garcia** where Chef Garcia will use his experience from world-class restaurants to showcase a seasonally-driven menu. The Kitchen offers daily fare for breakfast, lunch and dinner in a lively atmosphere. Sophisticated yet playful, **The Bar** welcomes a mix of rotating DJ's for nightly music and good vibes. The beverage program offers everything from draft beers to craft cocktails, and includes an expansive wine selection and vintage champagne collection. **The Shag Room** is an intimate and inviting lounge offering both approachable and sought-after wines and beers served from a European style bar.

**Hours of Operation:**

Daytime Menu: 7am-10:30am

Daytime Menu: 11:30am-2pm

Bar Menu: 2pm-10pm

Dinner Menu: 5:30pm-10pm

Fri-Sat Dinner Menu: 5:30pm-10:30pm

**Funny Library Coffee Shop** is a communal work space that houses an assortment of whimsical yet inspirational books and ample room to work and recharge, and is the perfect infusion of fun and playfulness into the hotel. Guests are encouraged to pick up their favorite funny books, sit down with a cup of coffee, and enjoy their time there, whether they are meeting friends, looking for quiet time, or getting some work done.

Through a partnership with **Laughing Man®**, the brand co-founded by actor Hugh Jackman, the coffee shop serves two exceptional coffee blends by the brand, *Colombia Huila* and *Dukale's Blend®*. All Laughing Man® coffees are Fair Trade Certified™ and a portion of sales supports the Laughing Man Foundation, whose mission is to support coffee farming communities and deploy programs, including access to higher education and housing improvements, that clear the way to health, growth, and success for coffee farmers and their families. Laughing Man® coffee is the exclusive coffee brand offered in the Virgin Hotels' coffee shops. In addition to experiencing coffee by Laughing Man®, guests of the 194-room hotel and those in the area looking for a caffeine jolt will also have the opportunity to indulge in the grab-and-go station with San Francisco-style pastries and healthy, fresh light bites curated in partnership with local bakery Craftsman and Wolves.

**Hours of Operation:** 6:00 AM – 4:00 PM

**Everdene** is Virgin Hotel San Francisco's 12<sup>th</sup> story rooftop bar and lounge, offering a modern lush garden of cozy delights. An urban oasis and one of the few rooftops in the city, Everdene offers breathtaking skyline views amid a spontaneous and playful scene. Designed in partnership with Gensler San Francisco, the 4,000 square-foot, indoor and outdoor rooftop features multiple spaces to take in the panoramic views of the city.

**Hours of Operation:** Tuesday – Saturday 5:00 PM – 1:30 AM  
(closed Sunday + Monday)

**Entertainment:** Virgin Hotels San Francisco offers a rotating host of resident DJs at Commons Club and Everdene as well as special guests, spinning from dedicated booths located by the main bar. On the mezzanine level, guests and visitors can experience unique programming hosted **Upstairs at Commons Club**, including film screenings, talks, music, fashion shows, pop-up events, and more.

**Meeting & Event Space:** When it comes to unique event spaces, Virgin Hotels San Francisco caters fresh ideas to groups of every type and scale - large or intimate. The property can specialize in the truly playful: Ping-Pong meeting tables, fitness video games, hallway mini golf, life-sized Jenga, and beyond. The cozy common lounge areas, personalized catering, and six dynamic event spaces are customized to the guest, fitting every occasion, every time. Highlights include:

- The Manor | 2124 Square Feet
- Shag Room | 514 Square Feet
- Upstairs Terrace | 1898 Square Feet
- Everdene Rooftop | 3686 Square Feet
- The Patio | 745 Square Feet
- The Secret Garden | 687 Square Feet

**Reservations:** <https://virginhotels.com/san-francisco/>  
877.782.9873

**Social Media:** Facebook: <https://www.facebook.com/VirginHotelsSF/>  
Instagram: [@virginhotelssf](https://www.instagram.com/virginhotelssf)  
Twitter: [@virginhotelssf](https://twitter.com/virginhotelssf)  
YouTube: [Virgin Hotels](https://www.youtube.com/VirginHotels)  
LinkedIn: [Virgin Hotels](https://www.linkedin.com/company/virgin-hotels)

Commons Club Instagram: [@commonsclubsf](https://www.instagram.com/commonsclubsf)  
Everdene Rooftop Instagram: [@everdenesf](https://www.instagram.com/everdenesf)  
Funny Library Coffee Shop Instagram: [@funnylibrarycoffee](https://www.instagram.com/funnylibrarycoffee)

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