



Virgin Hotels San Francisco Fact Sheet

- Overview:** Virgin Hotels San Francisco is the second property to open in the Virgin Hotels portfolio, with 192 [Chambers](#) 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 will offer three dining and drinking outlets including the flagship restaurant, bar, lounge [Commons Club](#), a rooftop bar and lounge, and the Funny Library Coffee Shop. Each space intermixes a passion for food and beverage with nightly 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.
- Opening Date:** February 19, 2019
- Location:** 250 4th Street, San Francisco, CA 94103
- Design:**
- Hager Design International (HDI): Interior Designer of Record
 - Gensler San Francisco: Everdene Rooftop
 - Matthew Rolston: Creative Director, Public Spaces & Commons Club
 - Architectural Dimensions: Architect
- Guestrooms (Chambers):** 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 noses 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-Menities" 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 2nd floor.

Dining:

Virgin Hotels San Francisco provides three dining and drinking options including the flagship restaurant, bar and lounge, Commons Club. Each outlet will feature seasonal cuisine prepared through the lens 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 culinary scene rising through the ranks at many of the city's most renowned restaurants, notably Michelin-starred Benu and Quince. As Executive Chef for Virgin Hotels San Francisco, Chef Adrian will combine his experience by offering dining options that feature carefully-sourced local ingredients with a wide array of culinary techniques that will culminate in a modern and creative style of cooking paying homage to California's bounty.

Commons Club is designed to feel like a "members only" experience that's open to all—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 Adrian will use his experience from world-class restaurants to showcase a seasonally-driven menu. The Kitchen will offer 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 curated by Tommy Quimby, formerly of Trick Dog and Rich Table, offers everything from draft beers to craft cocktails including 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:

Breakfast: 7:00 AM – 10:30 AM

Lunch: 11:30 AM – 3:00 PM

Dinner: 5:30 PM – 10:30 PM

Late Night Menu: 11:00 PM – 1:00 AM

Funny Library Coffee Shop is a communal work space that houses our most-prized possessions, whimsical and funny books. The highly visible street-level coffee shop hosts a separate entrance convenient for foot traffic along the 4th Street corridor, as well as plenty of space for lounging, working, and charging up. The Funny Library Coffee Shop pours coffee by Laughing Man®, the brand co-founded by actor Hugh Jackman. Laughing Man® coffee uses high quality beans supplied by Fair Trade coffee growers to create an exceptional experience. The coffee shop offers a grab-and-go station with gourmet pastries and healthy, fresh light bites curated by Executive Chef, Adrian Garcia in partnership with local San Francisco bakeries, Craftsman and Wolves and Firebrand.

Hours of Operation: 6:30 AM - 2:30 PM

Everdene is Virgin Hotel San Francisco's 12th 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: 4:00 PM - 12:00 AM

Entertainment:

Virgin Hotels San Francisco will offer 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 specializes 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 at Commons Club | 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: [@everdenerf](https://www.instagram.com/everdenerf)

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