



Virgin Hotels Checks-In to Silicon Valley

The new lifestyle hotel will be the brand's sixth property as it grows its West Coast presence

MIAMI, Sept. 27, 2016 /PRNewswire/ -- Virgin Hotels, the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, has announced plans to open and operate a new hotel in Milpitas, California, within a new neighborhood development of top tier residential and retail stores called "The Fields." The mixed used development broke ground in November 2015 and the hotel is expected to break ground in Fall 2017. The Silicon Valley hotel will be managed by Virgin Hotels and developed by Lyon Living.

"As we grow the Virgin Hotels brand, the way we continue to expand our footprint in key destinations that align with our brand values is incredibly exciting. Our move into Silicon Valley is the perfect example of this, given our dedication to thoughtful technology within our guest experience," says Raul Leal, CEO of Virgin Hotels. "The city of Milpitas is also experiencing a revitalization driven by the tech industry and developments like The Fields, so we're thrilled to be a significant part of that growth and look forward to welcoming those travelers visiting Silicon Valley for both business and pleasure."

Virgin Hotels Silicon Valley will complement The Fields, a development community comprising more than 1,100 residential units and 150,000 square feet of retail space. Named after the "fields of science" that are deeply engrained within the local tech community, this development is a large factor in the city of Milpitas' transformation into a major tech-hub and residential area. The city is in good company given its close proximity to San Jose's "Golden Triangle," and this new development will be just steps from the BART system's new gateway that will directly link the city to northwestern areas of Santa Clara County.

"Perfectly positioned in the tech capital of the world, we're pushing the boundaries of style and convenience in modern living, creating an environment uniquely suited to today's residents and tomorrow's entrepreneurs," says Lyon Living CEO, Frank T. Suryan, Jr. "From the Virgin hotel, to the world-class training facility, art installations, pop-up shops, upscale retail & restaurants, and sustainability-driven grocery store, we're redefining Silicon Valley living."

Virgin Hotels Silicon Valley, anticipated to open Fall 2019, will feature 200 Chambers and Grand Chamber Suites; multiple dining and drinking outlets, including the brand's flagship space, The Commons Club; a coffee shop; numerous meeting spaces; and a rooftop bar and live music venue. Strategically located between the I-680 and I-880 freeways, the development is also adjacent to Milpitas' Great Mall, which is currently undergoing a \$20 million renovation.

The brand's first hotel, Virgin Hotels Chicago, is now open and accepting reservations at www.virginhotels.com, with Nashville, Dallas, Palm Springs 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 Amanda Caskey at amanda@thedoironline.com or 646-340-1723.

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, Dallas, Palm Springs, New York and others to follow. For more information, please visit www.virginhotels.com.

About Lyon Living:

Lyon Living is a leading real estate development and investment company headquartered in Newport Beach, California. Established in 1988 by General William Lyon and Frank T. Suryan Jr., it is recognized as one of the largest and most respected privately held multi-family real estate companies in Southern California. The company has a market capitalization of more than \$2.0 billion and has acquired over 21,000 units and managed the development and renovation of over 30,000 units in California, Colorado, Florida and Georgia. Lyon Living takes pride in its ability to provide long-term, income-producing investments for their investors, while offering residents a variety of housing and amenity choices in some of the finest and most innovative rental living communities in the country. For more information: <http://www.lyonliving.com/>

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