



## THE STORY: VIRGIN HOTELS

**MIAMI, FL.** — The Virgin Group has been smartly disrupting the travel industry for 50 years, from land to air to sea. In 2010, Virgin Hotels was formed to join a stellar portfolio of hospitality companies led by founder Sir Richard Branson. It continues to offer the same excitement, heartfelt service and smart innovation that Virgin is known for across the board.

Virgin Hotels was founded to shake up the hotel industry standard by offering a much-needed bridge between the current landscape of lifestyle and legacy hotels. CEO Raul Leal noticed that guests were being short-changed at every turn, entertainment options were stale, customer service was lacking, and there hadn't been a significant innovative move in room design for years.

Since the brand's inception, eliminating fees and surcharges have been top priority, along with creating an experience that allows guests to feel that Virgin Hotels is their place in the city. A champion of the customer, the hotel brand offers free and fast WiFi (at unlimited bandwidth) and eliminated early check-in fees, late check-out fees, room service delivery charges, business center transactions, and other services that have caused frustration for travelers.

Each property intermixes 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.

The brand's first property, Virgin Hotels Chicago, opened in 2015 in the heart of Chicago's Loop district in the historic Old Dearborn Bank Building at 203 N. Wabash Ave. It was named the "#1 Hotel in United States" by Condé Nast Traveler's Readers' Choice Awards 2016 and "#1 Hotel in Chicago" by Condé Nast Traveler's Readers' Choice Awards in both 2016 and 2017. The 26-story Art Deco building, a Chicago landmark, offers 250 guest rooms, four on-property dining options, including the newly revamped Commons Club, a dynamic space that exists across all Virgin Hotels, where guests can dine, drink, work and mingle - the vibe of which is a modern social club, without the fees, where guests and locals alike are welcome.

Virgin Hotels' second property is located in the Dallas Design District on 1445 Turtle Creek Blvd, the new-build hotel features 268 Chambers that includes two penthouse suites, The Pool Club, a fourth-floor rooftop terrace with pool, and multiple dining and drinking outlets, including the restaurant, bar and lounge, Commons Club and Funny Library Coffee Shop. The hotel also offers over 15,500-square-feet of versatile indoor and outdoor event space.

In July 2020, Virgin Hotels introduces its third property, Virgin Hotels Nashville to open in the brand's portfolio, with 262 [Chambers](#) including Grand Chamber Suites. Conveniently situated at the helm of Nashville's historic Music Row neighborhood at 1 Music Square W, Virgin Hotels Nashville delivers multiple dining and drinking outlets including The Pool Club, a rooftop restaurant and bar, Commons Club, the brand's flagship restaurant, bar and lounge and Funny Library Coffee Shop.

Across the brand, Virgin Hotels properties feature the signature two-room "**Chamber**" layout, complete with small touches that make traveling for business or leisure an easier experience. All guest Chambers are divided into two spaces by wooden sliding doors, complete with a peephole. The **Dressing Room** includes a full vanity, illuminated desk and mirror, an extra-large shower with a bench, and a closet for two. Past the privacy door, guests enter the **Lounge**, complete with a red SMEG® mini-fridge, High Definition TV, and the brand's patent, ergonomically designed Lounge Bed - the ideal space to work, sleep, and play.

The brand ushers a new standard of hospitality with key differentiators: **The Know** is a personalized guest preferences and loyalty program in which guests can not only personalize their stay, but also receive perks. When becoming a member, guests will immediately receive members discount on published rates when they sign in and book their reservation on the website, room upgrades, exclusive dining and special event offers in the Commons Club and a nightly complimentary happy hour aptly dubbed the *Spirit Hour*. **Lucy** is the brand's mobile app that allows hotel guests to integrate their device into the hotel experience. Lucy gives users a seamless and customized stay by transforming their digital ecosystem into a personal hotel assistant by fulfilling requests for services and amenities, functioning as the room thermostat, ability to control the lights and TV remote functionality. Additionally, guests can also access their playlist through Apple Music, exercise in the hotel fitness center with custom routines powered by Fitbod, and purchase hotel gift cards. Moreover, mobile key functionality and chamber selection will be available for members of The Know. The Know members can avoid touching and keeping track of a plastic room key, as Lucy can now handle everything from checking in to unlocking the room directly with mobile key capabilities.

In terms of new development, Virgin Hotels Las Vegas will open in 2020. The brand has broken ground on various locations: New York, which is scheduled to open in 2021, New Orleans opening in 2021 and Edinburgh, UK in 2021. Forthcoming hotel have also been announced in Miami.

To learn more about Virgin Hotels, visit [www.virginhotels.com](http://www.virginhotels.com). To learn more about future developments, please visit <https://development.virginhotels.com/>.

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### **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 50 years. Each property intermixes 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 - named the "#1 Hotel in United States" in 2016 and "#1 Hotel in Chicago" in both 2016 and 2017, by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas are now open. Locations in Nashville, New York, New Orleans, Miami, Edinburgh and Las Vegas to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Austin, Seattle, and London.