



## THE STORY: VIRGIN HOTELS CHICAGO

**CHICAGO, ILL.** — In January 2015, Virgin Hotels made its property debut with the opening of **Virgin Hotels Chicago** in the city's Loop neighborhood. At that time, the hotel brand, which was founded in 2010, joined a stellar portfolio of hospitality companies led by Virgin Group and its 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 Chicago is located in the heart of Chicago's Loop district in the historic Old Dearborn Bank Building at 203 N. Wabash Ave, just steps from Millennium Park, the Chicago Riverwalk, and the Art Institute of Chicago. The 26-story Art Deco building, a Chicago landmark, offers 250 guest rooms, including 40 one-bedroom suites and two Penthouse Suites.

Several of the building's original features remain intact and are showcased throughout, like a beautiful 1920s oak Cigar Bar that serves as the hotel's front desk, ornate brass elevator doors, and the original mail slot and chute serving all floors.

At the heart of Virgin Hotels Chicago is **Commons Club**, a modern social club offering a dynamic and interactive experience for breakfast, lunch, and dinner in a lively and social environment where guests can dine, drink, work and mingle. The vibe is one of a private members club, without the fees, where guests and locals alike are welcome. The two-story space it occupies was the original bank floor with its beautiful coffered plaster ceiling.

The hotel also features three additional dining options, including **Cerise**, a rooftop bar and lounge; and **Two Zero Three**, a coffee shop by day and a wine bar by night. Seating from 12 to 108, Virgin Hotels Chicago has three modular spaces on the third floor to accompany any type of social event, dinner or meeting. Located on the 25<sup>th</sup> floor, **Upstairs** is an intimate live entertainment venue with gorgeous outdoor patio perfect for a private dinner or a breath of fresh air. Virgin Hotels Chicago acts to create a unique experience by lacing live music, craft cocktails and one-of-a-kind experiences. Past headliners include Eddie Vedder, Chance The Rapper, HAIM, Win Butler of Arcade Fire, QuestLove and Whitney.

Virgin Hotels Chicago features the signature two-room "**Chamber**" layout, 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, a closet for two designed by Poliform. Past the privacy door, guests enter the **Lounge**, complete with a red SMEG mini-fridge, HD Smart TV, and the brand's patent pending, ergonomically designed Lounge Bed - the ideal space to work, sleep, and play.

The hotel also features a state-of-the-art fitness center, additional meeting spaces and event space, and The Know program - a personalized reward program that lets the guest tell Virgin Hotels exactly what they want and need for their stay. When the property opened, the brand introduced [Lucy](#), its mobile app that allows 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, as well as access Apple Music playlist or enjoy a workout powered by Fitbod; mobile key functionality and chamber selection are available for members of The Know.

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**About Virgin Hotels Chicago:**

Virgin Hotels Chicago is the first property from Virgin Hotels - the 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 50 years. The property mixes 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. Located in The Loop on Wabash Avenue, Virgin Hotels Chicago features 250 Chambers and Grand Chamber Suites across 26 floors; multiple dining and drinking outlets, including the brand's flagship space, Commons Club; Two Zero Three coffee shop; numerous meeting spaces; and Cerise, the property's rooftop bar and lounge. The hotel's event space is designed to assure flexibility and diversity, with state-of-the-art technology, and menus of fully customizable options. Virgin Hotels Chicago, named the "#1 Hotel in United States in 2016, and "#1 Hotel in Chicago" by Condé Nast Traveler's Readers' Choice Awards in both 2016, 2017, 2020. Virgin Hotels Chicago is located in the old Dearborn Bank Building at 203 N. Wabash Avenue.