



Virgin Hotels Dallas Breaks Ground

New Lifestyle Hotel in the Design District slated to open in 2018

Miami, FL (October 17, 2016) –[Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, marks a new milestone as Virgin Hotels breaks ground with Dunhill Partners and Gatehouse Capital on Virgin Hotels Dallas. The groundbreaking ceremony, held on location on Monday, October 17, marks Virgin Hotels' second property currently under construction, behind Virgin Hotels New York City. Virgin Hotels Dallas will open its doors at the end of 2018.

Located in the up-and-coming Design District on Hi Line Dr. and Turtle Creek Blvd., Virgin Hotels Dallas will deliver a one-of-a-kind hotel experience in one of Virgin's favorite destinations ([Virgin America](#) has been flying to the city since 2010). The hotel will feature more than 200 Chambers, including Grand Chamber Suites, and will feature multiple dining and drinking outlets, including a pool deck and bar, a rooftop lounge, and the brand's flagship space, [The Commons Club](#).

"We couldn't have found a more perfect city than Dallas and a more perfect neighborhood than the Design District to continue our expansion of Virgin Hotels across America," said Raul Leal, CEO of Virgin Hotels. "We're so excited to welcome guests and locals alike to experience all that our brand has to offer – from elevated cuisine and cocktails to comfortable and spacious Chambers for work, sleep and play."

To commemorate the groundbreaking, Virgin Hotels, in conjunction with Dunhill Partners, threw a party for the ages, inviting key development partners, investors and the general public to celebrate in the arrival of the hotel. Signature cocktails were created by Deep Eddy Vodka and Patron Tequila, while popular Dallas-based food trucks For The Love of Pizza, Auntie Am's and Butcher's Son provided food options. Sir Richard Branson rode in on horseback with Miss Texas 2016 Caroline Carothers before being welcomed by the Dallas Maverick Dancers, who entertained the crowd along with the Carson McHone Band all night. After a few brief speeches, Sir Richard led the crowd in a complimentary Champagne toast provided by Moët & Chandon.

Virgin Hotels Dallas will be a new build located within the 33 acres that developer Dunhill Partners and its founder, Bill Hutchinson, acquired in 2014. The hotel will be in smashing good company as the district boasts world-class furniture showrooms, avant-garde art galleries, museums, antique shops and an influx of buzz worthy new restaurants and shops. Dunhill Partners has chosen Gatehouse Capital to develop Virgin Hotels Dallas.

The brand's first hotel, Virgin Hotels Chicago, is now open and accepting reservations at www.virginhotels.com, with Nashville, 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@thedoronline.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.