



## Virgin Hotels Announces its Next Destination: Nashville

**NASHVILLE, April 17, 2014** —Virgin Hotels, the lifestyle hotel brand by Virgin Group founder and British entrepreneur Sir Richard Branson, has announced plans to open and operate a new hotel in Nashville, Tennessee. Expected to open in 2016, Virgin Hotels Nashville will be managed by Virgin Hotels and developed by Nashville's own, David Chase, of D.F. Chase Inc.

Branded as "Music City" and historically nicknamed "The Athens of the South," Nashville has experienced explosive economic growth and broad appeal far beyond its star-studded cultural arts and music scene. In 2013, Nashville was the second strongest performing market of the top 25 in the US in terms of RevPAR growth, and is projected to be the strongest performing market in 2014. Nashville was named the 10<sup>th</sup> best US city for tech jobs by Forbes following a 43% growth of its tech industry over the last decade. Additionally, *TIME Magazine* recently called Nashville the "New Red Hot City in the South."

"We're excited about the opportunity to bring a global brand with such strong roots in music, entertainment, travel, hospitality, and technology to our city. Virgin has 60 million customers from around the world and we believe this partnership validates Nashville's position as one of the premier destinations in the U.S." Chase said. "Details of the deal structure are still in discussion, but for us it was all about the location." The property address is the start of Nashville's iconic entertainment industry center: One Music Row.

Virgin Hotels Nashville will feature 240 guest rooms, multiple concept suites, food and beverage outlets, and fitting for Music City, a cutting edge recording studio.

"Nashville's time is now, and we want to be part of that excitement," said Sir Richard. "We hope our first venture in Nashville will open the doors for more Virgin opportunities and more global travelers to enjoy Nashville's southern hospitality."

"Virgin Hotels aims to be Nashville's best lifestyle brand among the city's already outstanding travel and leisure options," said Virgin Hotels CEO Raul Leal. "Just

as Nashville is enjoying unprecedented growth, this is quite a year for Virgin Hotels. We've got excellent deals in our pipeline, our designers are making progress with the 500 room property in New York's NoMad district, and with Chicago just months away from opening, it's all hands on deck for our New York office and Miami headquarters."

Virgin Hotels Chicago, located at 203 N. Wabash Avenue in the famed Loop District, will open this fall. Virgin Hotels continues to explore properties in cities such as Boston, Dallas, Los Angeles, Miami, San Francisco, Washington DC, and London, locations where it is pursuing hotel and office conversions and ground-up development.

### **About Virgin Hotels**

Virgin Hotels is a lifestyle hotel brand designed to attract the same highly-valued business and leisure traveler whose loyalty Virgin has captured over the last 25 years. The aesthetic will be completely unique to the hotel industry, reflecting a stylish functional design concept that removes many of the common pain points of today's travelers. The group seeks new development and conversions of existing hotels or office properties in major urban markets. Parties interested in partnering with Virgin Hotels may contact the company at [www.virginhotels.com](http://www.virginhotels.com) or (212) 966-2310.

### **About David Chase**

David Chase is the Executive Vice President of D.F. Chase, Inc. a national construction services firm headquartered in Nashville, Tennessee. D.F. Chase is one of the largest construction services firms in Tennessee, having successfully managed projects throughout 35 states in the aviation, commercial, educational, logistics, healthcare, hospitality, industrial, and retail industries.

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