



VIRGIN HOTELS APPOINTS GENERAL MANAGER OF FIRST VIRGIN HOTELS PROPERTY

CHICAGO, February 18, 2014—Virgin Hotels, the four-star lifestyle hotel brand, is pleased to announce the appointment of Anna Anderson as General Manager of Virgin Hotel Chicago, the brand's debut property slated to open fall 2014. Anderson, a long-time Chicago resident, brings with her more than 25 years of successful hotel management expertise in delivering exceptional culture and service driven guest experiences.

“Virgin Hotel Chicago represents the next generation of lifestyle hotels, bringing Virgin’s commitment to innovation, whimsy and exceptional customer service to the business and leisure traveler,” said Virgin Hotels CEO Raul Leal. “Anna’s nearly two decades of experience and knowledge in the Chicago market as well as an innate ability to motivate her team to consistently deliver high levels of customer service made her the ideal candidate to lead the opening of our first property.”

Anderson returns to Chicago from California where she acted as General Manager for both the Mosaic Hotel Beverly Hills and Maison 140 Beverly Hills in Los Angeles. Under Anderson’s leadership, Fox News Travel named Maison 140 one of the “15 Coziest Big City Hotels” in 2013. Prior to these positions, Anderson was General Manager of Albuquerque’s only full service boutique hotel, The Hotel Andaluz, an AAA rated Four Diamond hotel.

Anderson said: “As a long time admirer of the creativity, fun and exceptional service levels the Virgin brand brings to its customers, I am excited to be back in Chicago and looking forward to establishing the hotel as the next destination for Chicagoans and incoming travelers.”

Prior to her time with The Hotel Andaluz, Anderson was the General Manager of the award-winning AAA Four Diamond Iron Horse Hotel in Milwaukee, WI. During her tenure, The Iron Horse was recognized globally in Trip Advisor *Travelers’ Choice 2011* Top 25 List, and was voted “*Boutique Hotel of the Year 2010*” by the Boutique & Lifestyle Lodging Association. The hotel also achieved consistently high associate satisfaction scores and was ranked in *Conde Nast Traveler’s* “Hot List for 2009.”

In spite of her travels, Anderson has called Chicago home for the past 17 years, and brings considerable experience and intimate knowledge of the local market. From 2006 to 2007 she served as the Hotel Manager for the award-winning, AAA Four Diamond rated Hotel Sax in downtown Chicago. Anna has a B.A. in Hotel & Restaurant Administration from Washington State University and a Master’s Degree in Financial Accounting from Lake Forest College.

[About Virgin Hotels](#)

Virgin Hotels is a four-star 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 ~~brand~~— **industry**, reflecting a stylish functional design concept that removes many of the common pain points of today's travelers.

Virgin's first hotel will be located in the heart of Chicago's Loop district in the historic Dearborn Bank Building at 203 N. Wabash Avenue. The 27-story Art Deco building, a Chicago landmark designed by C.W. and George L. Rapp Architects in 1928, has significant historic and architectural features that will be restored and recreated. The new hotel will have 250 guest rooms, 40 one bedroom suites and 2 rock star suites, and feature meeting spaces, restaurants, lounges and other public areas that reflect the Virgin brand's stylish and functional legacy.

Virgin Hotels Chicago property is scheduled to open in the fall of 2014, followed by a New York City property in the NoMad neighborhood in 2016. Other locations under consideration for Virgin Hotels properties include Dallas, Los Angeles, Miami, Palm Springs, San Francisco, Washington DC, London, and additional neighborhoods in New York City.

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