



Virgin Hotels Fact Sheet

Overview:	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 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. www.virginhotels.com
Current Locations (5):	Virgin Hotels Chicago (250 Chambers) – Opened January 2015 203 N Wabash Ave, Chicago, IL 60601 Virgin Hotels Dallas (268 Chambers) – Opened December 2019 1445 Turtle Creek Blvd, Dallas, TX 75207 Virgin Hotels Nashville (262 Chambers) – Opened July 2020 1 Music Square W, Nashville TN 37203 Virgin Hotels Las Vegas (1,500 Chambers) – Opened March 2021 4455 Paradise Road, Las Vegas, NV 89169 Virgin Hotels New Orleans (238 Chambers) – Opened August 2021 550 Baronne Street, New Orleans 70113
Upcoming Locations (4):	Edinburgh UK (2022) Glasgow UK (2022) New York City (2022) Miami (2025)
Target Guest:	Virgin Hotels caters to savvy business and leisure travelers who seek a seamless hotel stay with pleasurable, yet thoughtful hotel amenities.
Design:	Virgin Hotels are contemporary by design, yet grounded in the community, welcoming all with a mindful approach that is comfortable and playful, even daring at times, but never stuffy or over the top.
Dine & Drink:	Unique in design and concept, Virgin Hotels provides a savory culinary scene at each of its destination. Many of the hotels offer a rooftop bar with spectacular views of the cities they reside in.

Commons Club is Virgin Hotels' flagship restaurant, bar and lounge. This dynamic space will be in all Virgin Hotels, and serves as a cocktail retreat, restaurant, workstation and more. A new take on the modern social club. The space transitions seamlessly from morning to night, where productivity and ever-present connectivity blend with inventive libations. Designed to support diverse traveler's needs while providing an active scene for locals, Commons Club is the perfect venue to dine, sip, work and play. **The Kitchen**, located within each of the Commons Club features local culinary talent preparing daily fare for breakfast, lunch and dinner in a lively atmosphere. **The Bar**, a beautifully designed centerpiece offering creative drinks. **The Shag Room** an intimate space also located within the Commons Club welcomes all visitors to be social and sip on crafted cocktails.

Funny Library Coffee Shop: is a communal work space that houses an assortment of whimsical and funny books and games. Funny Library Coffee Shop pours coffee La Colombe®, a leading coffee roaster known for ethical, long-term trade practices with growers. Most of the brands coffee shop offers a grab-and-go station with gourmet pastries and healthy, fresh light bites. With a variety of seating plus plenty of outlet plugs to get work done the coffee shop is the ideal spot for visitors and locals.

Brand Differentiators:

The Know: The brand's preferences and loyalty program is all about a 'membership without dues' experience. By simply signing up, guests are granted access to room upgrades, member rate discounts, special event and dining offers, and a complimentary daily cocktail hour aptly called the *Spirit Hour* in Commons Club. All when booking directly with Virgin Hotels. The Know also allows guests to personalize their stays with anything their hearts desire - from a perfectly stocked mini fridge to just the right pillow.

Virgin Hotels App – Lucy: Hotel guests can use the customized app, Lucy, to, order room service, and customize their hotel experience as a whole. Ask for anything; extra pillows, laundry pick-ups, turndown service or valet; Lucy gives guests the ability to control lighting and temperature in the room 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.

Unique Chamber Design: All chambers consist of two rooms: the first "The Dressing Room", features a luxurious dressing area which includes a full vanity, make-up desk and well-lit mirror, an extra-large shower with a bench, and a closet for two, the second "The Lounge", which consists of our patented designed bed, ideal for working, recharging, wellness and playing. A red SMEG® mini-fridge stocked with street-priced comforts, High Definition TV, yoga mat, a custom work table with chair and ample outlets for smartphone, laptops or other electronic devices. All chambers feature custom lighting on sensors which automatically illuminate when

guests move.

One-of-a-kind Beds: All chambers have the brands custom designed and patented bed that features an ergonomic designed headboard and footboard.

No Hidden Fees: All Virgin Hotel visitors can expect more with no hidden fees. Like our two-Chamber concept that are contemporary by design yet grounded in the community their located.

**Environmental
Commitment:**

Virgin Hotels is committed to achieving the U.S. Green Building Councils (USBGC) LEED Gold or Silver Certification, a nationally accepted benchmark for the design, construction, and operation of high-performance green buildings, in all of our managed hotels. Virgin Hotels Chicago and Virgin Hotels Nashville are both LEED Gold certified.

Reservations:

<https://virginhotels.com>

Chicago: (855) 946-6600

Dallas: (469) 359-7003

Las Vegas: (800) 693-7625

Nashville: (615) 667-8000

New Orleans: (833) 791-7700

Development:

<https://development.virginhotels.com/>

(305) 560-5985

Social Media:

Facebook: <https://www.facebook.com/virginhotels/>

Instagram: [@Virginhotels](https://www.instagram.com/Virginhotels)

Instagram: [@funnylibrarycoffee](https://www.instagram.com/funnylibrarycoffee)

Twitter: [@Virginhotels](https://twitter.com/Virginhotels)

YouTube: <https://www.youtube.com/virginhotels>

LinkedIn: <https://www.linkedin.com/company/virgin-hotels>

Media Contact:

Ana Lanzas

Director of Communications & Social Media

ana@virginhotels.com

###