



## Virgin Hotels Fact Sheet

<b>Overview:</b>	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 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. <a href="http://www.virginhotels.com">www.virginhotels.com</a>
<b>Current Locations (3):</b>	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
<b>Upcoming Locations (5):</b>	Las Vegas (2020) New York (2021) New Orleans (2021) Edinburgh UK (2021) Miami (2023)
<b>Target Guest:</b>	Virgin Hotels caters to savvy business and leisure travelers who seek a seamless hotel stay with pleasurable, yet practical hotel amenities.
<b>Design:</b>	Virgin Hotels are contemporary by design, yet grounded in the community, welcoming all with a thoughtful approach that is comfortable and playful, even flirtatious at times, but never stuffy or over the top.
<b>Dine &amp; Drink:</b>	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. <b>Commons Club</b> 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 by Laughing Man®, the brand co-founded by actor Hugh Jackman. Laughing Man® coffee uses high quality beans supplied by Fair Trade coffee growers to create an exceptional experience. 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.

*No Nickel & Diming Policy:* All Virgin Hotel visitors can access unrestricted bandwidth WiFi at no cost. Hotel guests can also take advantage of the mini-bar street pricing.

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

*Unique Chamber Design:* All chambers consist of two rooms: the first "The Dressing Room", which combines the hallway, and 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, Bluetooth audio tower, yoga mat, a custom designed table that swivels, a Poltrona Frau task chair and ample outlets for smartphone, laptops or other electronic devices. All chambers feature custom lighting on sensors which automatically illuminate when guests move.

*Virgin Hotels App – Lucy:* Hotel guests can use the customized app called 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.

**Environmental  
Commitment:**

All Hotels are required to obtain LEED Silver level certification at a minimum and encouraged to achieve Gold. LEED is one of the most respected approaches to sustainable building standards, requiring buildings to be constructed above the energy efficiency of the building code by a minimum of 10%, reducing water consumption by 20%, and reducing all waste material.

Virgin Hotels also reduces the use of plastic not only by only using glassware in guestrooms' mini fridges and in meeting room setups, but also by implementing a vivreau water filtration system served in reusable glass bottles.

**Reservations:**

<https://virginhotels.com>

Chi: (855) 946-6600 | Dal: (469) 359-7003 | Nash: (615) 667-8000

**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](mailto:ana@virginhotels.com)

Virgin Hotels National

The Door | an idea house

[virginhotels@thedoonline.com](mailto:virginhotels@thedoonline.com)

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