



THE STORY: VIRGIN HOTELS

MIAMI, FL. — The Virgin Group has been smartly disrupting the travel industry for over 40 years, from land to air to sea. In 2010, Virgin Hotels was formed to join a stellar portfolio of hospitality companies led by founder Sir Richard Branson. It continues to offer the same excitement, heartfelt service and smart innovation that Virgin is known for across the board.

Virgin Hotels was founded to shake up the hotel industry standard by offering services that are a right not a revenue stream. CEO Raul Leal noticed that guests were being short-changed at every turn, entertainment options were stale, customer service was lacking, and there hadn't been a significant innovative move in room design for years.

Since the brand's inception, eliminating fees and surcharges have been top priority, along with creating an experience that allows guests to feel that Virgin Hotels is their place in the city. A champion of the customer, the hotel brand offers free and fast Wi-Fi (at unlimited bandwidth) and eliminated early check-in fees, late check-out fees, room service delivery charges, business center transactions, and other services that have caused frustration for travelers.

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.

The brand's first property, Virgin Hotels Chicago, opened in 2015 in the heart of Chicago's Loop district in the historic Old Dearborn Bank Building at 203 N. Wabash Ave. It was named the "#1 Hotel in United States" by Conde Nast Traveler's Readers' Choice Awards 2016 and "#1 Hotel in Chicago" by Conde Nast Traveler's Readers' Choice Awards in both 2016 and 2017. The 26-story Art Deco building, a Chicago landmark, offers 250 guest rooms, four on-property dining options, including the newly revamped Commons Club, a dynamic space that exists across all Virgin Hotels, where guests can dine, drink, work and mingle, as well as attend the nightly hosted Social Hour - the vibe of which is a private members club, without the fees, where guests and locals alike are welcome.

Across the brand, Virgin Hotels properties will feature the signature two-room "**Chamber**" layout, complete with small touches that make traveling for business or leisure an easier experience. All guest Chambers are divided into two spaces by wooden sliding doors, complete with a peephole. The **Dressing Room** includes a full vanity, illuminated desk and mirror, an extra-large shower with a bench, and his and hers closets designed by Poliform. Past the

privacy door, guests enter the **Lounge**, complete with a red SMEG mini-fridge, HD Smart TV, and the brand's patent pending, ergonomically designed Lounge Bed - the ideal space to work, sleep, and play.

Virgin Hotels features two key differentiators to make the lives of guests a little easier: **Lucy** is the brand's mobile app that allows guests to integrate their device into the hotel experience. Lucy gives users a seamless and customized stay by transforming their digital ecosystem into a personal hotel assistant by fulfilling requests for services and amenities, functioning as the room thermostat, streaming personal content and more; **The Know** is a personalized reward program that lets the guest tell Virgin Hotels exactly what they want and need for their stay along with special perks that keep them "in the know" with Virgin.

In terms of new development, Virgin Hotels San Francisco is slated to open in early 2018. The brand has broken ground on three new locations: New York, Dallas and Nashville. Forthcoming hotels have also been announced in Palm Springs, New Orleans, Silicon Valley, Washington DC Union Market, Las Vegas and Edinburgh, UK. The brand continues to explore cities such as Boston, Los Angeles, Miami, Austin, Seattle and London.

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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, which was named the "#1 Hotel in United States" by Conde Nast Traveler's Readers' Choice Awards 2016 and "#1 Hotel in Chicago" by Conde Nast Traveler's Readers' Choice Awards in both 2016 and 2017, is now open and accepting reservations at virginhotels.com. Virgin Hotels San Francisco is slated to open in 2018. Locations in Nashville, Dallas, Washington, D.C., New Orleans, New York, Silicon Valley, Palm Springs, Las Vegas, Edinburgh and others are to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, and London.