



## 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 40 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](http://www.virginhotels.com)
- Current Locations (1):** Virgin Hotels Chicago (250 Chambers) - Opened January 2015  
203 N Wabash Ave, Chicago, IL 60601
- Upcoming Locations (9):** San Francisco (2018)  
Nashville (2019)  
Dallas (2019)  
New York (2020)  
Silicon Valley (2020)  
New Orleans (2020)  
Palm Springs (2020)  
Las Vegas (2020)  
Edinburgh (2020)
- Target Guest:** Virgin Hotels caters to savvy business and leisure travelers who seek a seamless hotel stay with pleasurable, yet practical hotel amenities.
- Design:** 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.

## 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:** Commons Club is Virgin Hotels' flagship food & beverage concept. This dynamic space will be in all Virgin Hotels, and serves as a cocktail retreat, restaurant, workstation and more.

**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 Funny Library Coffee Shoppe** is a whimsical space that houses an assortment of funny books, games, locally roasted artisanal coffee and plenty of outlet plugs to get work done. **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.

## Brand Differentiators:

*No Nickel & Diming Policy:* All Virgin Hotel visitors can access Unrestricted bandwidth Wi-Fi at no cost. Hotel guests can also take advantage of the mini-bar street pricing and can sip on complimentary cocktails and wines during nightly social hours (time may vary at each hotel).

*One-of-a-kind Beds:* All chambers have the brands custom designed and patented bed that features an ergonomic designed headboard and erectable 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 his and hers closets designed by Poliform®; 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, LG Smart 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, valet or control room temperature, or make reservations – she'll make it happen without you having to talk to anyone.

**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>  
(855) 946-6600

**Social Media:**

Facebook: <https://www.facebook.com/virginhotels/>  
Instagram: [@Virginhotels](https://www.instagram.com/Virginhotels)  
Twitter: [@Virginhotels](https://twitter.com/Virginhotels)  
YouTube: <https://www.youtube.com/virginhotels>  
Google +: <https://plus.google.com/+VirginHotels>  
LinkedIn: <https://www.linkedin.com/company/virgin-hotels>

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