



Virgin Hotels Launches New Brand Website and Begins Taking Reservations for the Soon-To-Open Virgin Hotels San Francisco

The brand's preferences & loyalty program, The Know, receives a major upgrade

Miami, FL (July 19, 2018) — Virgin Hotels, the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, announces today the unveiling of a new brand website, an individual property site for the new Virgin Hotels San Francisco, which begins taking reservations today for stays starting Nov. 15 2018, and few new perks for *The Know*, Virgin Hotels guest preferences and loyalty program.

Virgin Hotels San Francisco will be situated South of Market just steps from Yerba Buena Gardens. The hotel will feature 192 Chambers and two Penthouse Suites; multiple dining and drinking outlets, including the brand's flagship space, Commons Club; The Funny Library coffee shop; numerous meeting spaces; and a rooftop bar. The newest Virgin Hotel will be located at 250 Fourth Street, serving as neighbor to many cultural attractions within the area, as well as the Moscone Center. The hotel will also be in close proximity to the new Central Subway Station, which, upon opening in 2019, will connect South of Market with Union Square and Chinatown.

Additionally, Virgin Hotels has revamped and refreshed its guest preferences and loyalty program, *The Know*. After surveying current members to understand what they additionally desired from the program, Virgin Hotels will be upgrading *The Know*, in which guests can not only personalize their stay, but also receive new perks. When becoming a member, guests will immediately receive up to a five percent discount on published rates when they sign in and book their reservation on the website, room upgrades, exclusive dining offers in the Commons Club and a nightly complimentary happy hour aptly dubbed the *Spirit Hour*.

To learn more about Virgin Hotels and *The Know*, please visit www.virginhotels.com. To learn more about future developments, please visit <https://development.virginhotels.com/>.

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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 Condé Nast Traveler's Readers' Choice Awards 2016 and "#1 Hotel in Chicago" by Condé 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 fall 2018. Locations in Nashville, Dallas, Washington, D.C., New Orleans, New York, Silicon Valley, Palm Springs,

Edinburgh, Las Vegas 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.

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