

FOR IMMEDIATE RELEASE



VIRGIN HOTELS ANNOUNCES MANAGING DIRECTOR OF LAS VEGAS HOTEL
*25-Year Seasoned Industry Veteran to Usher in a
New Era for Famed Las Vegas Hotel*

Miami, FL (July 16, 2019) — [Virgin Hotels](#), the lifestyle hotel brand by Sir Richard Branson, announces Mary Giuliano as the Managing Director at the Hard Rock Hotel & Casino Las Vegas, which will soon rebrand as Virgin Hotels Las Vegas. Designating Giuliano as the first female Managing Director for the Virgin Hotels brand; in this role, Giuliano will leverage her dynamic hospitality experience to lead the transition, oversee day-to-day operations, and ensure the successful launch of Virgin Hotels Las Vegas.

“It was crucial that the Managing Director for this property not only possess immense hospitality experience, but also that they are entirely immersed in the city of Las Vegas,” stated Raul Leal, CEO of Virgin Hotels. “As a long time Vegas resident with 25-years of experience working in the hotel, gaming, and entertainment sectors, Mary is uniquely qualified to help transition the property into a world class Virgin Hotels experience. We’re delighted to have her on the team.”

Before joining Virgin Hotels, Giuliano served as General Manager for the Vdara Hotel & Spa where she developed and directed strategic planning initiatives for the 1,495 all-suite resort with top line revenues exceeding \$125 million. During her time there, she managed a staff of over 1,000 while increasing year-over-year profitability and cash flow by establishing business processes, revenue generation guidance and budget management. Most pivotal for her new role, Giuliano repositioned the business model of the property from condo-hotel to luxury boutique hotel in a competitive market resulting in high ratings and accreditations within the travel industry.

Giuliano has also held leadership roles at MGM Resort International (formally MGM Mirage), Treasure Island and CityCenter. She enjoys mentoring and donating her time, having served on several boards including the Nevada Hotel and Lodging Association, Dress for Success of Southern Nevada, CASA Foundation of Las Vegas and Women in Lodging, where she was a founding chairperson of the Nevada chapter. Giuliano lives in Summerlin, and enjoys cooking, yoga, and indoor cycling in her spare time.

The hotel, located at 4455 Paradise Road, will continue full-service operations under the Hard Rock Hotel & Casino Las Vegas flag until it opens as a Virgin Hotels in late-2020. Guest rooms, restaurants and public spaces will undergo an extensive facelift, with the final product showcasing Virgin’s signature sleek and stylish design within an eclectic mix of social spaces. Virgin Hotels Las Vegas will continue the brand legacy of disrupting the travel industry, with exciting announcements to come closer to the hotel’s debut. The hotel will feature 1,504 beautifully appointed Chambers, Grand Chamber Suites and Penthouse Suites; a 60,000 square foot, fully-renovated casino; multiple pools over five acres; world-class restaurants; lounges and bars, including new nightlife venues and the brand’s flagship restaurant, bar and lounge, Commons Club, as well over 110,000 square feet of newly renovated meeting, event and convention spaces.

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

Photo of Mary Giuliano: <https://www.dropbox.com/sh/br4ou90lodojcn/AADUJ47dzmSTILSk-9z2RQDa?dl=0>

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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 a 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. Virgin Hotels Chicago - named the "#1 Hotel in United States" in 2016, and "#1 Hotel in Chicago" in both 2016 and 2017, by the Condé Nast Traveler's Readers' Choice Awards. Virgin Hotels San Francisco is now open. Locations in Nashville, Dallas, New York, New Orleans, 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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