



Virgin Hotels Dallas Fact Sheet

Overview:	<p>Virgin Hotels Dallas is the third property to open in the Virgin Hotels portfolio, with 268 Chambers including two Penthouse Suites. 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. The property offers three dining and drinking outlets including the flagship restaurant, bar and lounge, Commons Club, a rooftop terrace pool with Dallas skyline views, The Pool Club, and the Funny Library Coffee Shop. Each space intermixes a passion for food and beverage, with music and programming, fusing with the local landscape and providing a vibrant, inclusive environment for travelers and locals alike. Known for championing the customer, Virgin Hotels has eliminated nickel and diming tactics by offering high-speed Wi-Fi at no cost, no resort fees or penalty for early check-in or late checkout, and mini bar options with street-level pricing.</p>
Opening Date:	December 2019
Location:	1445 Turtle Creek Blvd, Dallas, TX 75207
Design:	<ul style="list-style-type: none">▪ SWOON, the studio: Interior Designer of Record▪ Joel Mozersky: Commons Club, Funny Library Coffee Shop and Penthouse Suites▪ Dunhill Vinculum: Developer▪ 5G Studio: Architect
Guestrooms (Chambers):	<p>The hotel's 268 Chambers span across 16 floors. Room types are Richard's Flat King Suite (1), Penthouse King Suite (1), Grand Chamber King Suite (8), Deluxe Chamber King Suite (10), Grand Chamber King (10), Grand Double Queen (10), Chamber King (108), Chamber Double Queen (40), Chamber Double Queen Pool View (10), and Chamber King City View (70). Ranging from 323 to 1,395-square-feet, all guest rooms are uniquely designed to consist of two distinct spaces separated by a sliding door, complete with a peephole, ideal for</p>

working, recharging, wellness and playing. The first space, “The Dressing Room”, combines the hallway and a dressing area which includes a full vanity, makeup desk with well-lit mirror, an extra-large shower with a bench, and a closet for two. Slide open the privacy door and guests will enter “The Lounge” with the brand’s patented ergonomically designed lounge bed, a red SMEG® mini-fridge stocked with street-priced comforts, high definition TV, yoga mat, round nomadic walnut table, a red-plush sofa and ample outlets for their smartphone, computer or other electronic devices. All chambers feature custom lighting on sensors that automatically illuminate when guests move. The Chambers showcase bright and natural wood tones throughout and evokes a feeling of comfortable, fresh and airy.

Services/Amenities:

Guests are afforded access to amenities including, but not limited to:

- *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.
- *Mini bars stocked at street prices:* Each hotel room has a fully stocked SMEG® retro mini fridge featuring drinks, healthy snacks and local noshes available for guests to enjoy at street value.
- *Free Wi-Fi:* Virgin has the long-standing reputation of being the consumer champion and Virgin Hotels is no exception with no nickel and diming or crazy hotel resort/urban fees as well as complimentary Wi-Fi regardless of bandwidth.
- *One-of-a-kind beds:* All chambers have the brand’s custom designed and patented bed that features an ergonomically designed headboard and footboard.
- *Pet friendly:* Pets stay for free with no size or breed restrictions. Virgin Hotels offers "Pet-Menities" including dog beds, food and water dishes and a Virgin Hotels bandana.
- *Virgin Hotels App, Lucy:* A custom mobile app that allows guests to order room service, control their room temperature, make dinner reservations, request their vehicle from valet, and even live chat with the hotel’s concierge and other guests.
- *Fitness Center:* 24/7 gym and fitness center with internet-equipped Technogym cardio machines located on the 5th floor.

Dining:

Virgin Hotels Dallas provides three dining and drinking options, including the flagship restaurant, bar and lounge, Commons Club. **The Kitchen by Matt McCallister**, the restaurant inside Commons Club, will feature a seasonally driven menu with French influence. Best known for his locally sourced cuisine, McCallister's first restaurant FT33 made waves on a national scale garnering him recognition as one of the best new chefs in America by *Food & Wine* in 2014 and James Beard Award nominations for best chef, Southwest in 2014, 2015 and 2016.

Collaborating with McCallister at **The Kitchen** and leading the hotel's culinary team is **Executive Chef Nick Walker**. Known for his regionally inspired concepts, Walker will also oversee the seasonally driven menu at The Pool Club.

Commons Club is designed to feel like a 'members only' experience that's open to all—traveling hotel guests or locals alike. This modern social club will offer a lively and interactive experience in a playful, yet sophisticated environment on the ground level of Virgin Hotels Dallas. The restaurant and bar are designed to blend work and play; an all-day foodie destination where live entertainment and entrepreneurial conversations abound. Each space achieves its own sense of exclusivity with an inviting vibe. Commons Club includes **The Kitchen by Matt McCallister** showcasing the celebrated chef's seasonally driven menus. Serving breakfast, lunch and dinner, the space will feature an open kitchen including an exclusive communal chef's table and wrap-around patio that will bring a lively atmosphere. In the heart of The Kitchen is an intimate dining area with tamboured wood walls, warm white oak tables, and extra cozy upholstered leather booth that can be sectioned off with a velvet curtain for a private dining experience. A highlight of Commons Club is **The Bar**, the oval brass and marble bar will feature thoughtfully crafted cocktails and a curated wine and champagne selection. **The Shag Room**, an intimate, inviting lounge and private dining space, features a '70s glam inspired design with a large serpentine banquette, artfully paneled smoked mirrored walls and brass sculptural lighting.

Funny Library Coffee Shop is a communal work space that houses an assortment of whimsical yet inspirational books and ample room to work and recharge, and is the perfect infusion of fun and playfulness into the hotel. Guests are encouraged to pick

up their favorite funny books, sit down with a cup of coffee, and enjoy their time there, whether they are meeting friends, looking for quiet time, or getting some work done.

Through a partnership with **Laughing Man®**, the brand co-founded by actor Hugh Jackman, the coffee shop serves two exceptional coffee blends by the brand, *Colombia Huila* and *Dukale's Blend®*. All Laughing Man® coffees are Fair Trade Certified™ and a portion of sales supports the Laughing Man Foundation, whose mission is to support coffee farming communities and deploy programs, including access to higher education and housing improvements, that clear the way to health, growth, and success for coffee farmers and their families. Laughing Man® coffee is the exclusive coffee brand offered in the Virgin Hotels' coffee shops. In addition to experiencing coffee by Laughing Man®, guests of the 268-room hotel and those in the area looking for a caffeine jolt will also have the opportunity to indulge in the grab-and-go station with pastries and healthy, fresh light bites.

Meeting & Event Space: When it comes to unique event spaces, Virgin Hotels Dallas caters fresh ideas to groups of every type and scale - large or intimate. The common lounge areas, personalized catering, and dynamic event spaces are customized to the guest, fitting every occasion, every time. Highlights include:

- Giant | 3,735 Square Feet
- Giant Pre-function | 3,072 Square Feet
- Rushmore | 517 Square Feet
- The Manor | 2,051 Square Feet
- Shag Room | 345 Square Feet
- The Pool Club | 5,834 Square Feet

Reservations: Reservations are currently being accepted for stays starting December 15, 2019, and can be made directly on the hotel's website, virginhotels.com/dallas or by calling 833-859-0044.

Social Media: Facebook: <https://www.facebook.com/VirginHotelsDAL/>
Instagram: [@virginhotelsdal](https://www.instagram.com/virginhotelsdal)
Twitter: [@virginhotelsdal](https://twitter.com/virginhotelsdal)
YouTube: [Virgin Hotels](https://www.youtube.com/VirginHotels)
LinkedIn: [Virgin Hotels](https://www.linkedin.com/VirginHotels)

Commons Club Instagram: [@commonsclubdal](https://www.instagram.com/commonsclubdal)
The Pool Club Instagram: [@vhdpoolclub](https://www.instagram.com/vhdpoolclub)
Funny Library Coffee Shop Instagram: [@funnylibrarycoffee](https://www.instagram.com/funnylibrarycoffee)

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