



VIRGIN HOTELS CHECKS IN TO GLASGOW, SCOTLAND: THE SECOND INTERNATIONAL LIFESTYLE HOTEL FOR THE BRAND

Hotel Brand Announces a New Property In-Development; Slated to Open in 2022

Miami, FL (March 31, 2021) — [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group Founder Sir Richard Branson, announces plans to open and operate a new hotel in Glasgow, Scotland. Expected to open in 2022, Virgin Hotels Glasgow will be the brand's second Scottish hotel to be signed and will be managed by Virgin Hotels.

The property will be located at 236-246 Clyde Street, which is in a prime City Centre position overlooking the River Clyde in the heart of Glasgow's shopping area, making it an ideal base to explore the city. The hotel will showcase panoramic river views and feature 242 Chambers and Grand Chamber Suites; meeting and event space; and multiple dining and drinking outlets, including the brand's signature culinary experience [Commons Club](#), a restaurant, bar and modern social club and [Funny Library Coffee Shop](#), a communal work space that will house an assortment of whimsical and funny books and games.

"Glasgow is a dynamic city with a rich history that is extra special to me as my wife Joan is a proud Glaswegian," said Sir Richard Branson, Founder of the Virgin Group. "Since launching our first property in 2015, Virgin Hotels has established a beloved brand, always ensuring that our offerings embrace and showcase the local community culture for all travelers to enjoy; and this property will surely do the same."

"We are thrilled to announce this exciting development in the vibrant city of Glasgow," said James Bermingham, CEO of Virgin Hotels. "Glasgow features distinctive art, music, shopping and much more, making it the perfect destination for our newest hotel. Virgin Hotels Glasgow will possess all of the defining characteristics of our brand, including innovative Chamber (room) design, forward-thinking technology, creative food and beverage offerings and unforgettable entertainment. We look forward to welcoming both locals and visitors to enjoy our unmatched lifestyle experience."

Virgin Hotels Glasgow will be completed in partnership with owner and developer [Silk Property Group](#) alongside Siggis Capital as the asset manager, architects [21st Architecture](#) and [RM Funds](#) as a financial partner. All of Virgin's Partners have extensive experience in developing, owning and operating hotels in UK and Europe. Virgin Hotels Glasgow will take to heart the brand wide celebrated "No Nickel and Diming" policy, which includes street-priced minibars, free WIFI, and zero amenity fees.

"Silk Property Group is delighted to have partnered with Virgin Hotels an amazing global brand," said Richard Diamond, Co-Founder of Silk Property Group. "We fully expect the hotel to become a beacon of activity and showcase Virgin's ability to bring something different and much needed to Glasgow. With numerous investments in Glasgow, we are so thrilled to bring another incredible project to this energetic city."

The property joins Virgin Hotels' rapidly growing roster, which includes [Virgin Hotels Chicago](#), [Virgin Hotels Dallas](#), [Virgin Hotels Nashville](#) and recently opened [Virgin Hotels Las Vegas](#). The brand has announced additional openings this year, Virgin Hotels New Orleans this summer and Virgin Hotels New York City this fall. Virgin Hotels Edinburgh and Miami are planned for 2022 and beyond. Virgin Hotels expects to

announce numerous hotel management signings before year-end.

To learn more about Virgin Hotels' and the brand's preferences and loyalty program, [The Know](#) visit www.virginhotels.com. To learn more about future developments, please visit <https://development.virginhotels.com/>.

[Download Renderings Here](#)

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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 50 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 the United States" in 2016 and "#1 Hotel in Chicago" in 2016, 2017, and 2020 by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "#16 Hotel in Texas" - Virgin Hotels Nashville and Virgin Hotels Las Vegas are now open. Locations in New York, New Orleans, Miami, Edinburgh and Glasgow to follow. Virgin Hotels continues to explore hotel and office conversions and ground-up development in Boston, Los Angeles, Austin, Seattle, and London.

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