



Virgin Hotels New Orleans Fact Sheet

- Overview:** Virgin Hotels New Orleans is the fifth property in the Virgin Hotels Portfolio, with 238 Chambers (guestrooms) including Grand Chamber Suites and two Penthouses. Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and seamless, personalized hotel experiences with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. The property offers four dining and drinking outlets, including the flagship restaurant, bar and lounge, [Commons Club](#), a 13th floor rooftop bar [Dreamboat](#) and pool, [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.
- Opening Date:** August 2021
- Location:** 550 Baronne Street, New Orleans, LA 70113
- Design:** Developer: The Buccini/Pollin Group
Construction: Broadmoor Construction
Architects: Mathes Brierre Architects, Callison, RTKL Architects
Interior Design: Logan Killen Interiors
- Guestrooms (Chambers):** The hotel's 238 Chambers are comprised of Chambers King and Double Chamber Queen, Grand Chamber Suites, and two penthouses including Richard's Flat Penthouse.
- Ranging from 294 to 1,097 square feet, the Chambers are fresh and bright, with local art, historical detailing and Art-Deco inspired elements woven throughout. **The Dressing Room** includes a full vanity, makeup desk with well-lit mirror, an extra-large shower with bench outfitted with Red Flower toiletries and double closet. **The Lounge** features Virgin's patented ergonomically designed lounge bed with a bullion fringe trim, a red SMEG® mini-fridge stocked with street-priced snacks, High-Definition TV, yoga mat and a café

worktable in front of cozy built-in window seating offering city views. Each chamber is separated by a pair of paneled doors, recalling the French doors that are a common New Orleans design feature. All Chambers feature custom lighting on sensors that automatically illuminate when guests move. Ample outlets for smartphones, laptops and other electronic devices are found throughout the Chambers which have integrated tech capabilities, including controlling lighting, thermostats, TVs, and the ability to order room services directly via the mobile app, Lucy.

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 allows guests to personalize their stays with anything their heart's desire - from a perfectly stocked mini-fridge to just the right pillow.
- **Lucy:** The newest version of our mobile app, Lucy, allows guests to have a truly "touch-free" experience. Know members can check into their room and utilize mobile as their key, control lighting and temperature in the room, TVs, order room service, and check out all from their mobile device. Guests can also access their Apple Music playlists or enjoy a workout powered by Fitbod.
- **One-of-a-kind beds:** All chambers have the brand's custom-designed and patented bed that features an ergonomically designed headboard and footboard.
- **Minibars 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.
- **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.
- **Fitness Center:** A 24/7 gym and fitness center with internet-equipped Technogym cardio machines located on the third floor.

Dining: The hotel offers guests three dining and drinking options including, the brand's flagship restaurant, bar, and lounge – Commons Club, Funny Library Coffee Shop and The Pool Club.

Anchoring the hotel's main entrance, **Commons Club**, serves as the social epicenter of Virgin Hotels. One of New Orleans' most beloved chefs, Alex Harrell's modern, creative Southern cuisines is a perfect fit

for the property. Harrell oversees all culinary operations for the hotel's outlets. Akin to a modern social club, Commons Club is divided into three areas – *The Bar*, which is the beautifully designed heartbeat of the hotel offering carefully crafted cocktails; *The Kitchen*, an open style kitchen with an enclosed “porch” for relaxed dining; and *The Shag Room*, an intimate lounging space with a playful vibe. Specially curated entertainment and music programming enhance the mood creating a welcoming scene that travelers and locals can enjoy.

Located on the ground level, **Funny Library Coffee Shop** pours coffee by La Colombe and offers a selection of teas by J'enwey Tea Company and house-made pastries & sandwiches. The coffee shop is a communal workspace that houses an assortment of whimsical and funny books and games.

Set against a backdrop of scenic skyline views, **The Pool Club**, the 13th floor rooftop bar and pool area combines indoor and outdoor thoughtfully designed spaces ready for friends to lounge, play and splash. Locals and travelers can sip refreshing cocktails and enjoy a variety of shared dishes as local DJs keep the playground lively, spinning the latest tracks. The interior space, **Dreamboat** at The Pool Club is an indoor all-season hangout with an impressive operable façade that can instantly open to become an outdoor experience in beautiful weather. The indoor rooftop bar conveys a stylish tropical 70s feel with hanging plants and playful topiary throughout.

For the ultimate always-cool vibes with incredible city views, The Pool Club is a go-to spot to hang out and bask in the sun, watch the sunset and listen to chilled beats at night.

**Meeting/Event
Space:**

Virgin Hotels New Orleans has over 5,000 square feet of flexible meeting and event space, many offering sweeping views of the city. Most space is located on the hotel's second floor, unless otherwise noted.

The Manor | 1,860 square feet/max occupancy 278

The walls showcase arched colonnades with custom murals evoking a sense of place through regionally inspired scenes of the sultry landscape. The Manor has room division capabilities to create two smaller rooms perfect for meeting breakout sessions or more intimate celebrations.

Founder's Room | 900 square feet/max occupancy 129

Floor to ceiling windows directly overlook Baronne Street, drawing natural light into this more intimate space suited for smaller meetings, social gatherings, or breakouts.

The Sandbox | 800 square feet/max occupancy 109

A versatile space with operable glass partitions for optimal flexibility, the more intimate space. Feature's floor-to-ceiling windows with sweeping views of Baronne Street offers plenty of natural lighting

The Lounge Pre-function | 907 square feet/max occupancy 108

Accessed via a sweeping art filled stair and situated at the corner of Baronne and Lafayette this second-floor lounge provides the perfect backdrop for a special event or as pre-function space to the adjacent Gathering Spaces. Furnished with an eclectic yet curated sensibility the overall lounge spaces are upbeat and playful yet versatile.

The Study | 553 square feet/max occupancy 82

Charm and architectural details are abundant in The Study with large windows, maple woodwork, colorful drapery and plush carpets set a playful yet sophisticated tone.

Private Dining Room at Commons Club | 122 square feet

A trellis clad private alcove evokes an intimate garden room and is ideal for groups of up to 8 for a celebratory culinary experience or a brunch bash with friends.

Art:

Virgin Hotels New Orleans celebrates art and artisanship throughout the hotel, honoring both the Virgin brand and the city of New Orleans. Local influences are found throughout the property, integrated into, and defining the design from New Orleans based residential designers Logan Killen Interiors. Local influences are found throughout, with work commissioned from local artists, including playful wall art in every chamber from New Orleans artist Jen Talton; local art students in The Shag Room, works from photographer Augusta Sagnelli and an abstract painting from talented Ansley Givhan. Works like these and others help create the "at home in New Orleans" feel that permeates the hotel.

Social Media:

Facebook: <https://www.facebook.com/virginhotelsnola/>

Instagram: [@virginhotelsnola](https://www.instagram.com/virginhotelsnola)

Twitter: [@virginhotelnola](https://twitter.com/virginhotelnola)

YouTube: [Virgin Hotels](https://www.youtube.com/VirginHotels)

LinkedIn: [Virgin Hotels](https://www.linkedin.com/VirginHotels)

Commons Club Instagram: [@commonsclubnola](https://www.instagram.com/commonsclubnola)

The Pool Club Instagram: [@poolclubnola](https://www.instagram.com/poolclubnola)

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