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VIRGIN HOTELS ANNOUNCES KEY ADDITIONS TO NEWLY FORMED GLOBAL SALES TEAM

Growing Luxury Lifestyle Hotel Brand Appoints New Vice President of Global Sales, Global Director of Business Travel and Entertainment Sales, and Global Director of Group Sales

Miami, FL (March 2, 2022) — [Virgin Hotels](#), the luxury lifestyle hotel brand by Sir Richard Branson, is pleased to welcome three new members to its newly formed global sales team: Vice President of Global Sales, Maya Latinovic; Global Director of Business Travel and Entertainment Sales, Peter D'Elia; and Global Director of Group Sales, Alyssa Maselli.

"I am thrilled that Maya, Peter and Alyssa have joined our global sales team during this period of incredible growth for Virgin Hotels," says James Bermingham, Chief Executive Officer for Virgin Hotels. "Their strong account relationships, reputations in the industry and astute strategic focus will be a fabulous addition to our amazing hotel sales teams."

Maya Latinovic, who will lead the global sales efforts for Virgin Hotels, has more than 20 years of hospitality sales experience with a worldwide clientele. As the Vice President of Global Sales, she and her team will uncover revenue opportunities for Virgin Hotels' portfolio. As the principal liaison, her efforts will foster a collaborative environment across all channels, while developing multi-segment strategies to drive incremental business within the hotels' portfolios. Previously, Latinovic worked as the Director of Brand Sales at EDITION Hotels, where she was responsible for optimizing travel industry sales performance for 13 hotels worldwide. She also spent 12 years as an integral part of the global sales team for Preferred Hotels.

Peter D'Elia brings over 15 years of luxury and lifestyle sales experience to his role at Virgin Hotels. As Global Director of Business Travel and Entertainment Sales, he will be responsible for revenue generation in the portfolios for the business travel and entertainment sectors. Most recently, Peter was the Global Luxury and Account Executive at Marriott International, focusing on their luxury brands which included The Ritz Carlton, St. Regis, EDITION and The W Hotels. In this role, he was responsible for spearheading the collaboration of global selling partner accounts.

Alyssa Maselli joins the Virgin Hotels team as Global Director of Group Sales with over 15 years of hospitality sales experience. She previously held the Director of Global Sales position in the Northeast region for The Mandarin Oriental Hotel Group, where she was the primary account manager for 30 four- and five-star Mandarin Oriental Hotels. Maselli will be responsible for generating group meetings and incentive opportunities for all Virgin Hotels.

"This is an important time for our brand as we start to grow the portfolio of hotels globally," states Doug Carrillo, Chief Marketing Officer for Virgin Hotels. "We are excited for the addition of Maya, Peter, and Alyssa to the Virgin Hotels team as it demonstrates our commitment to our owners to generate expectational top-line revenue results." Carrillo adds, "Maya and her team have created an impeccable reputation over the years with their clientele, and this will benefit the hotels immensely."

These appointments precede the brand's historic announcement of expansion into the United Kingdom this spring with Virgin Hotels Edinburgh, followed by Virgin Hotels Glasgow. Additionally, new-build Virgin Hotels New York City will debut in late summer of 2022.

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

Photos of Maya Latinovic: [HERE](#)

Photo of Peter D'Elia: [HERE](#)

Photo of Alyssa Maselli: [HERE](#)

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About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes five hotels—Virgin Hotels Chicago, Virgin Hotels Dallas, and Virgin Hotels Nashville, all voted in the top ten Condé Nast Traveler's Readers' Choice Awards in 2021, and newly opened Virgin Hotels New Orleans and Virgin Hotels Las Vegas. Locations in Edinburgh, Glasgow, and New York City are scheduled to debut in 2022, followed by Miami in 2025. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle, London, and more.

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