

NEWS FROM VIRGIN RED



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No embargo

EARN VIRGIN POINTS WHILST YOU SLEEP WITH YOUR NEXT STAY AT VIRGIN HOTELS

The Know and Virgin Red members can earn 2,000 Virgin Points with each Virgin Hotels stay

Virgin Red is thrilled to announce its latest partnership, giving members the opportunity to earn 2,000 Virgin Points when they book a stay with Virgin Hotels*.

With six hotels already opened across the US and UK with more to follow, Virgin Red members can top up their points balance by booking their next stay at one of Virgin's stylish, luxury lifestyle hotels. Each hotel has amazing restaurants, bars and lounges, so work and play are all at your fingertips.

With almost 200 rewards within Virgin Red, members won't be short of options to spend their Virgin Points. From the smaller things that make the everyday better, like a coffee or cinema ticket, to saving up for an extraordinary experience like a flight, holiday or live concert in the Virgin Red Room, the possibilities are endless.

Rewards for less than 2,000 Virgin Points include donating to a number of different charities from just 1,000 Virgin Points, purchasing a sausage roll, hot drink or sweet treat for less than 325 Virgin Points, purchasing a range of merchandise from the different Virgin companies or even getting a cinema ticket for just 1,350 Virgin Points.

Richard X Moore, Director of Partnerships, for Virgin Red, says: "Virgin Red gives its members the chance to get more for their money. From earning on their shopping with John Lewis & Partners, Marks & Spencer or ASOS to name a few, on their train travel with Virgin Trains Ticketing, switching their bank account to or buying travel insurance with Virgin Money and now when they stay with Virgin Hotels, turn their points into real rewards to treat themselves, or the whole family. With new Virgin Hotels popping up in both the US and UK, members will love staying at these stylish hotels and earn points for doing so too."

Doug Carrillo, Chief Marketing Officer, for Virgin Hotels, says: "Since Virgin Hotels launched The Know loyalty and preferences program, our members have enjoyed the special attention to detail and personal attention they have received from our teammates during their stay. Member-only room rates, upgrades, and offers have also shown how much we value them. This new partnership with Virgin Red, where members can earn points for their stays which can, in

turn, be used for extraordinary experiences, takes The Know to the next level and rewards our most loyal guests for staying with us.

Virgin Red members must also sign up to Virgin Hotels' [The Know](#) in order to earn points from this exclusive offer.

Find out more at <https://www.virgin.com/virgin-red> or download the Virgin Red app on your smartphone.

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Notes to editors:

*Virgin Red members must ensure they check participating Virgin Hotels prior to booking.

How to earn

1. Sign up to Virgin Hotel's personalised loyalty club, The Know, before your next booking.
2. Book your stay directly with Virgin Hotels.
3. The Know will email you a unique Virgin Points promo code within 7 working days after you've completed your stay.
4. Enter the promo code in the Account section of the Virgin Red app or website. Your 2,000 Virgin Points will be added instantly to your Virgin Red account.

Terms and conditions

Please be aware of the following key terms and conditions:

- You'll earn 2000 Virgin Points for each eligible stay you book at a participating Virgin Hotel.
- Participating Virgin Hotels include Chicago, Dallas, Nashville, New Orleans and Las Vegas.

- To earn Virgin Points, you must be a member of The Know and book your stay directly with Virgin Hotels. Bookings with online travel aggregators or other third parties are not eligible to earn Virgin Points.
- Virgin Hotels' terms and conditions apply to your booking.
- You will receive your unique promo code by email within 7 working days after you've completed your stay and checked out. No Virgin Points will be rewarded for no-shows or cancelled bookings.
- You will receive the email to the email address registered in your The Know profile.
- Don't lose out - make sure you redeem your Virgin Red promo code within 60 days. Please don't share your promo code with anyone else as it can only be redeemed once.
- If you have any queries in regards to your booking, including amending, cancelling or requesting a refund for your booking, please refer to Virgin Hotel's full terms and conditions or contact Virgin Hotels directly.
- The image on the tile is an image from Virgin Hotels New Orleans.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalised 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 six 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, Virgin Hotels Las Vegas and Virgin Hotels Edinburgh.

Locations in 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.

About Virgin Red

Virgin Red is Virgin's rewards club, connecting the Virgin family, where members can earn on the everyday to save for the extraordinary. Virgin Red also makes it easy to support local communities, charities and the environment.

Virgin Red celebrates its members for living a life more Virgin – giving them exclusive access to rewards from the Virgin family and beyond. It makes it really easy for members to earn and spend Virgin Points – Virgin's universal currency which never expires.

Whether it's spending points on an everyday treat like a coffee or cinema ticket, saving for a

bigger extraordinary experience like a holiday or watching a concert from the Virgin Red Room, there is something for everyone. Top up your points balance by earning on your everyday online shopping with some of the UK's biggest retailers or earning points as you travel by train across the UK with Virgin Trains Ticketing.

More information can be found at: <https://www.virgin.com/about-virgin/latest/brand-new-rewards-club>