

LEGEND<sup>SM</sup>

*Preferred*

HOTELS & RESORTS

**VIRGIN LIMITED EDITION JOINS PREFERRED HOTELS & RESORTS' LEGEND COLLECTION**

*World's largest independent hotel brand expands strategic partnership to add nine Virgin Limited Edition properties to prestigious Legend Collection*

**NEW YORK, NEW YORK – July 17, 2024:** Preferred Hotels & Resorts, the world's largest independent hotel brand, is pleased to announce a new strategic partnership with Virgin Limited Edition. With immediate effect, [Mont Rochelle](#) (Franschhoek, South Africa), [Necker Island](#) (Necker Island, British Virgin Islands), [The Lodge](#) (Verbier, Switzerland), [Ulusaba](#) (Sabi Sand, South Africa), [Mahali Mzuri](#) (Maasai Mara, Kenya), [Son Bunyola Hotel & Villas](#) (Mallorca, Spain), [The Branson Beach Estate](#) (Moskito Island, British Virgin Islands), [Kasbah Tamadot](#) (Asni, Morocco) and Finch Hattons Luxury Safari Camp (Tsavo National Park, Kenya), set to go live on the website soon, are part of Preferred Hotels & Resorts' prestigious [Legend Collection](#). As the ultimate portfolio of exceptional properties in the world's most remarkable destinations, the Legend Collection is globally sophisticated and culturally refined with singular properties that feature exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas – setting the stage for the most unforgettable experiences.

Virgin Limited Edition is Sir Richard Branson's collection of unique, ultra-luxury retreats located in some of the most breathtaking settings in the world. This agreement is an expansion of the strategic partnership with Virgin Hotels Collection, the parent company of Virgin Limited Edition and Virgin Hotels, announced in 2022 which saw Virgin Hotels Chicago, Virgin Hotels Dallas, Virgin Hotels New Orleans, Virgin Hotels New York, Virgin Hotels Edinburgh and Virgin Hotels Nashville join Preferred Hotels & Resorts' L.V.X. Collection. As the Virgin Hotels Collection portfolio continues to grow, more hotels will join the Preferred Hotels & Resorts brand, including the recent announcement of Virgin Hotels London-Shoreditch. Inspired by a mutual passion for personalized service and authentic guest experiences, this alliance is designed to create greater global awareness of Virgin Limited Edition and its growing portfolio, leveraging the worldwide infrastructure and influence of Preferred Hotels & Resorts.

"We are thrilled to expand our strategic partnership with Virgin Limited Edition, bringing some of the world's most extraordinary properties into our esteemed Legend Collection," said Lindsey Ueberroth, CEO of Preferred Travel Group. "This collaboration underscores our mutual commitment to delivering unparalleled, personalized guest experiences and promotes transformational travel. For instance, guests at Ulusaba Private Game Reserve in South Africa can engage in life-changing wildlife safaris, while those at Kasbah Tamadot in Morocco can immerse themselves in the rich local culture through community projects and artisanal workshops. Each of Virgin Limited Edition's unique, luxury retreats offer distinctive opportunities for guests to embark on profound, meaningful journeys."

James Bermingham, CEO of Virgin Hotels Collection, added, "We are delighted to be introducing our unique Virgin Limited Edition retreats into Preferred Hotels & Resorts' prestigious Legend Collection, further strengthening our successful partnership. This opportunity aligns perfectly with our strategy for careful growth and will allow us to bring Virgin Limited Edition's ultra-luxury offering to even more travelers looking for incredible experiences around the globe."

All of the aforementioned Virgin Limited Edition properties now have access to Preferred Hotels & Resorts' unmatched expertise in the leisure, corporate, and group sales travel sectors, as well as its innovative marketing and distribution solutions. All properties will also benefit from participation in [I Prefer Hotel Rewards](#), Preferred Travel Group's points-based guest loyalty program. With more than five million travelers currently enrolled, *I Prefer* helps participating hotels attract repeat guests and drive incremental revenue by offering points redeemable for cash-value Reward Certificates, Titanium status, and other value-rich benefits from eligible stays at more than 600 participating hotels and resorts worldwide.

Travelers are invited to book stays at any of the Virgin Limited Edition properties via the Preferred Hotels & Resorts' [brand website](#). Travel advisors and agents can book client stays via GDS using the "VL" and "PV" chain codes.

To view Preferred Hotels & Resorts' full Legend Collection portfolio please visit [www.preferredhotels.com/collections/legendary-hotels](http://www.preferredhotels.com/collections/legendary-hotels).

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### **About Preferred Hotels & Resorts**

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 600 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The I Prefer™ Hotel Rewards program, Preferred Residences<sup>SM</sup>, Preferred Pride<sup>SM</sup>, and Preferred Golf™ offer valuable benefits for travelers seeking a unique experience. For more information, visit [PreferredHotels.com](http://PreferredHotels.com).

### **Virgin Limited Edition**

Virgin Limited Edition is an award-winning collection of unique retreats, chosen for their beautiful locations and magnificent surroundings; each offers a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island and The Branson Beach Estate, Mosquito Island, in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Kasbah Tamadot in Morocco, The Lodge in Verbier, Mahali Mzuri, a tented safari camp in the Maasai Mara of Kenya, Finch Hattons in Tsavo National Park, Kenya, Mont Rochelle Hotel and Mountain Vineyard in South Africa, and the Son Bunyola Estate in Mallorca.

### **Virgin Hotels Collection**

Formed in January 2023, Virgin Hotels Collection is the parent company of Virgin Hotels and Virgin Limited Edition, two award-winning and world-class luxury hospitality brands that form part of Sir Richard Branson's global Virgin Group. Dedicated to providing guests with irresistible and unrivalled hospitality experiences across the world, while making a meaningful and positive contribution to the communities and destinations the brands operate in, Virgin Hotels Collection is already changing the luxury hotel business for good. Combining smart design, local arts and culture and creative food and beverage, Virgin Hotels delivers a vibrant and inclusive lifestyle experience showcasing the best of each destination. Virgin Limited Edition's ultra-luxury brand delivers a portfolio of once-in-a-lifetime unique retreats, private islands and hotels, that takes its guests to some of the world's most breathtaking sanctuaries for unforgettable experiences - including one of the most exclusive private islands in the world. The hotel brands are joined by Virgin Residences, which will create world-class residential communities for those who want the Virgin experience in their everyday lives. Under Virgin Hotels Collection, each distinctive brand comes together to redefine luxury hospitality with a truly differentiated customer experience, sense of style, fun, personalized service and of course the Virgin magic at the forefront. For more information on Virgin Hotels Collection and its properties, please visit [www.virginhotelscollection.com](http://www.virginhotelscollection.com).

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