"Le groupe international Virgin se lance dans l'hôtellerie en annonçant l'ouverture début 2014 de son premier hôtel à Chicago."

Virgin Hotels has announced forthcoming plans for a new hotel project in California and predicted the first Virgin Hotels property will open in Chicago during the first quarter of 2014.Speaking to HotelNewsNow.com , Raul Leal, CEO of North America for Virgin Hotels, discussed the meticulous process for developing the brand.
He said: "Launching a new brand is difficult, and the expectations for the consumers are very, very high for this thing.
"We just haven't let anybody else know about it right now. We're just keeping it under wraps. There's nothing better than creating a little bit of anticipation. And there are some things in there that we want to roll out that currently aren't in the hotel space."
Leal also commented upon the focus on social media for Virgin Hotels, which has already been seen in a #virginrumors Twitter campaign .
He said: "We will have translated very nicely the Virgin tone of voice into the hotel business at a time when consumers are looking for something just a little bit different.

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Consultez la source sur Veille info tourisme: Virgin se lance dans lhôtellerie