

Virgin HOTELS

• CULTURE MAP •



OUR PURPOSE IS TO ENSURE THAT

EVERYONE LEAVES FEELING BETTER.

(including you!)

WHAT WE BELIEVE:

WE DELIVER authentic and extraordinary experiences that create memorable moments for our guests.

WE PERFORM at the highest levels for our guests, our teammates and our investors, to ensure the success and growth of Virgin Hotels.

WE HAVE FUN and love to entertain.

WE CHALLENGE convention to make our guests' experience better.

WE RESPECT and appreciate our guests, teammates, partners and planet.

WE EARN their trust through transparency, profitability and by delivering on our promises.

We love What we do is important



OUR MISSION:

TO BE THE MOST IRRESISTIBLE HOSPITALITY BRAND.



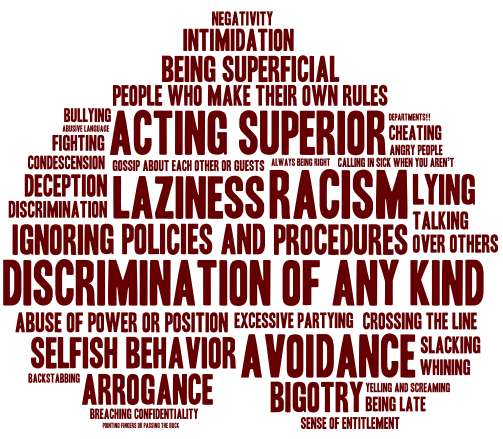
HOW WE SPEAK TO GUESTS & EACH OTHER:



- **Be human**, honest, funny, fresh, clear & focused.
- **Keep things simple & straightforward.** Speak to guests as if you're speaking to a friend, but without being overly familiar.
- **Address people by name** as often as naturally possible.
- **Listen and respond**—avoid sounding rehearsed.
- **Be excited**, but don't overdo it. Be straight up.
- **Always use positive language** like "it was my pleasure" (never "no problem") when resolving issues.

WHAT WE LOVE & WHAT WE DON'T





FAQs ABOUT "MAKE LOVE & STEAL HEARTS."

You know that feeling of falling in love? That **take-your-breath-away-butterflies-in-your-stomach-want-to-stay-up-all-night-talking** kind of feeling? Yeah?

We want everyone who comes through our doors—guests, teammates and vendors—to feel that.

DOES THIS MEAN WE LITERALLY MAKE LOVE TO THE GUESTS?

No. In fact, never.

Think of it more in the sense of a love manufacturer. We act in ways that "create" love for our guests. Because of how we do our jobs, they love staying here!

OK THEN, DO WE LITERALLY STEAL THEIR HEARTS?

Yes. In fact, always.

We want our guests to have that uplifting emotion of surprise and delight every time they're here.