Virgin Hotels' Sustainability Key Messages and Themes

Sustainable Operations & Design	*Local & Responsible Sourcing*	*Inclusion & Belonging*	*Giving back locally*
We're designing and operating our hotels to incorporate energy efficiency and responsible consumption from the outset. • LEED Gold (Nashville), LEED Silver (New Orleans, NYC) • Energy-efficient systems: LED lighting, motion sensors, low-flow fixtures, automated HVAC • Sustainable housekeeping: reduced plastic, refillable amenities, eco-certified cleaning • Waste reduction: recycling, composting, and food donation programs • Virgin Hotel Collection is part of the wider Virgin Group's Science-Based Targets 2030 target of reducing its scope 1 and 2 greenhouse gas emissions 50% by 2030.	*We bring our destination to life through local flavour and meaningful partnerships* • Locally sourced ingredients and suppliers in every market (TBC) • ARRAN Sense of Scotland amenities from ocean plastic bottles (Edinburgh) • Handcrafted furnishings from Eve Branson Foundation artisans (Shoreditch) • Food waste donated to farms (Nashville) or separated and recycled through refuse collectors • Local conservation efforts through responsible recycling • Supporting female-led businesses and local entrepreneurs where possible	*For us, community goes beyond the neighborhoods we're in — it's about fostering a sense of belonging for our teammates, our guests, our partners, and our neighbors alike.* • Inclusive hiring and training • Autism Double-Checked certified properties; staff training and pins • Pride partnerships, LGBTQ+ events and entertainment • Diversity celebrated through cultural programming • Collaboration with industry nonprofits and investing in the future of hospitality	*Supporting the people and places that make our neighbourhoods thrive.* • Charity drives: Love Buds for Nashville Humane, coat & backpack drives in NYC • Youth development programs: Pencil Program, SYEP, HIT Scotland • Local volunteering and donation partnerships.

Ways To Strengthen These Ideas In 2026

Sustainable Operations & Design	*Local & Responsible Sourcing*	*Inclusion & Belonging*	*Giving back locally*
We're designing and running our hotels to incorporate energy efficiency and responsible consumption from the first step. • Investigate what more we can be doing with our waste- different donation streams, food waste separation, etc. • Further HOT engagement with Directors of Engineers on energy efficiency • Create energy metrics, located easily for RFPs • Fully understand where we have single plastic (including newly created initiatives that has brought more plastic in) • Start to key synergy in 2-3 key areas through polices and systems	*We bring our destination to life through local flavor, meaningful partnerships* • Fully understand our local food and beverage suppliers, how we bring our city's culture through in our menus via local procurement and storytelling • Modern slavery- responsible supply chains and hiring • How do we nudge guests into experiencing the local neighbourhood through meaningful partnership and experiences • Are there items we can purchase locally that can create a more purposeful touchpoint, especially where the price is passed through to the guest (e.g event add-ons, mini bar selection)	*For us, community goes beyond the neighbourhoods we're in- it's about fostering a sense of belonging for our teammates, our guests, our partners, and our neighbours alike.* • Further develop a database of stories, examples and external messaging content • Collate overlapping themes for group-wide messaging • Teammates only belong to storytelling opportunities in monthly VHC newsletters	*Supporting the people and places that make our neighbourhoods thrive.* • Further develop a database of stories, examples and external messaging content • VH Group community impact call established, to share stories and create teammate engagement • Opportunity for a VHC call where both brands can learn more about the other • Develop community impact support where needed. • Once a database is established, see where we can embed in teammate awareness and internal brand development.