



## Virgin Voyages - Media Fact Sheet

### Who We Are

- Virgin Voyages' first fleet is known as the "Lady Ships," a play on the term 'your ladyship,' giving a nod to Virgin's British heritage.
- Virgin Voyages' fleet includes Scarlet Lady, Valiant Lady, Resilient Lady and Brilliant Lady.
  - Scarlet Lady, was delivered on Feb. 14, 2020 and set set off on her MerMaiden voyage from the UK on Aug. 6, 2021 and from the US on Oct. 6, 2021
  - Valiant Lady celebrated her MerMaiden voyage from Barcelona on May 15, 2022.
  - Resilient Lady is slated to launch in May 2023 from Athens, Greece.
  - Brilliant Lady will set sail in Q4 2024.
- **Scarlet Lady sails from PortMiami** and offers four- and five-night itineraries to sun-soaked coastal locations in the Caribbean and Mexico. Itineraries include five-night "**Riviera Maya**" sailings to Cozumel/Playa Del Carmen; five-night "**Mayan Sol**" voyages to Costa Maya; five-night "**Dominican Daze**" voyages to Puerto Plata; and four-night "**Fire and Sunset Soirées**" to Key West, all of which include a stop at Virgin Voyages' signature Beach Club in Bimini (more details below).
- **Valiant Lady sails seven-night Mediterranean itineraries** out of Barcelona, Spain. These sailings include three feature itineraries including "**French Daze & Ibiza Nights,**" "**Irresistible Med,**" and "**Spanish Obsession.**" Each itinerary includes overnight and late-night departures across some of the most irresistible destinations in France, Italy and Spain.
- The Virgin Voyages' fleet are **exclusively adult**, offering a sanctuary at sea for travelers 18+.
- 86 percent of Virgin Voyages' cabins feature a balcony and 93 percent feature an ocean view.
- Our ships can host 2,770 Sailors and 1,160 amazing crew from around the world.
- There are 1,330 cabins and 78 RockStar Quarters aboard our ships.
- The name Scarlet Lady appeared on one of the earliest planes to fly for Virgin Atlantic. Now, as the flagship for the Virgin Voyages fleet, the Scarlet Lady name is paired with the brand's iconic mermaid image. She reflects a powerful spirit guide, showing the world what it's like to set sail the Virgin way. Each ship has its own mermaid to guide Sailors on their voyage.
- With a superior value proposition, Virgin Voyages gives their Sailors more for their money with \$600 in value included. Every voyage includes dining at 20+ eateries, all gratuities covered, free wifi, essential drinks and unlimited group fitness classes – all covered in the voyage fare.
- Well-being is at the forefront of the on-board experience, activated through a mix of high-energy moments coupled with relaxation and rejuvenation.

- RockStar service is the core of the Virgin Voyages experience. Sailors can expect delightful surprises on their voyage with people at the heart of the journey.
- In a unique move for the hospitality industry, Virgin Voyages Crew are allowed to have visible tattoos. We encourage our Crew to express their individuality and “come as you are”

## **Eat and Drink**

### ***Restaurants***

- **The Wake** - Serving a sophisticated take on steak and seafood, the Wake is designed by Roman and Williams. It’s the most glamorous restaurant on the ship offering a sumptuous mid-twentieth century chop-house atmosphere, a raw bar, table-side drink cart service and Champagne poured by the glass from a magnum bottle.
- **Razzle Dazzle** - Named for the camouflaging pattern painted on warships from WWI and WWII, Razzle Dazzle was designed by Concrete Amsterdam and offers vibrant & creative twists on a largely vegetarian contemporary American fare. All dishes can be made “naughty” with meat add-ons or boozy shots, while the “nice” menu puts a flip on traditional dishes by offering plant-based vegetarian and vegan alternatives to classic dishes like the Impossible Burger.
- **The Test Kitchen** - This laboratory-like eatery designed by Concrete Amsterdam is part cooking school and part restaurant, making it the ultimate chance for discovery through cuisine with an atmosphere that is educational, experiential and social all in one. Only a list of ingredients is provided to Sailors before they dine, and their meal is put in the hands of the chef to deliver incredible cuisine.
- **Pink Agave** - An elevated Mexican restaurant designed by Tom Dixon’s Design Research Studio, Pink Agave transports Sailors to the vibrant streets of Mexico City through immersive void lighting. Offering a wide variety of Mexican specialties that inspire Sailors to discover authentic Mexican flavors including tlayudas, memelas, sopes, tortas, esquites, tamales and an expansive array of mezcals.
- **Gunbae** - A social, hands-on, interactive, fun dining experience, Gunbae features specially engineered flameless grills built into each table so Sailors can grill meats to their desire paired with their favorite banchan. Destined to be the loudest eatery on-board, each meal begins with a complimentary round of soju for the table and throughout the evening, Sailors are encouraged to take part in lively Korean drinking games. Interior design by Softroom.
- **Extra Virgin** - Extra Virgin is the ship's trattoria serving regionally-inspired, hand-crafted pasta and secondos deeply rooted in Italian culinary traditions. The space features communal tables, cozy booths and a private dining room where Sailors can exchange stories of their day over a hearty plate of pasta and incredible wine. Architectural and spatial design by US designers HKS and interior design and art management by UK’s Volume Creative.
- **The Galley** - The food hall features a mix of more than eight shops and food carts. Each offers a unique concept that focuses on a curated offering of signature dish-driven food. Within this space, Sailors can delight in a

dedicated bakery and pastry shop, a panini shop, a burger grill, a taco shack, a sushi bar with bento boxes, a noodle bar, a soup and salad stand, and a 24-hour American diner. Interior design by Softroom.

- **The Dock** - The Dock is a rustic beach club-inspired space designed by Roman and Williams. Carts of Mediterranean-inspired small plates, dips and mezzes cater to grazers, while an array of fresh meat and seafood skewers are flame-grilled to order.
- **The Pizza Place** - Down on deck 7, The Pizza Place is where Sailors can follow their pie along and build it to their liking from dough, to sauce, cheese and, of course, all of their favorite toppings.

### **Bars and Lounges**

- **The Dock** - an outdoor lounge designed by Roman and Williams, with a focus on relaxation, socializing and an appreciation of the gorgeous views the ship provides.
- **The Manor** - the signature nightclub designed by Roman and Williams, inspired by Richard Branson's history in the music industry and his first-ever Virgin music studio of the same name.
- **Richard's Rooftop** - an exclusive chic outdoor lounge reserved for the ship's suite guests designed by Tom Dixon's Design Research Studio.
- **Athletic Club** - an expansive space designed by Concrete Amsterdam. Inspired by New York sports clubs of the 1920s, the space features oversized gaming for outdoor adult play, the largest daybed at sea, cabanas for relaxation, a sports bar for socializing post-workout and more.
- **Draught Haus** - Located on Deck 7, this cozy bar is one of the first bars Sailors discover on-board and is the perfect casual meet-up-spot on the ship to grab an expertly brewed beer with friends. Offering eight beers on tap, Draught Haus offers a wide range of bottled artisanal beers, shots, shot-cocktails and boilermakers. The bar also offers a growler service, so Sailors can enjoy the expertly curated craft beers in any of the ship's uniquely designed public spaces or in the comfort of their cabin.
- **Sip** - Sip is a decadent lounge designed to be enjoyed with a chilled glass of bubbles. Featuring a diverse curation of Champagne labels, including Moët & Chandon, Sip is Virgin Voyages' featured Champagne house. Sailors can opt for a glass of bubbles priced from \$9 or splash out on a \$1,000 vintage bottle. In a nod to Virgin's quintessential British heritage and eccentricity, Sip offers a signature afternoon high tea, which delights the eyes as well as the taste buds, while celebrating oceanic elements.
- **Loose Cannon** -

### **Events and Gigs**

- **The Red Room** - designed by renowned architects WORKac and theater consultants Auerbach Pollock Friedlander as the first transformational multi-form theater at sea. It transforms into three different configurations - a traditional Proscenium stage, an alley stage used in fashion shows, and a dance flat-floor configuration. This first at-sea theater enables Virgin Voyages to create completely different experiences for each day of the voyage.

- **The Manor** - designed by Roman and Williams, The Manor is the ship's signature nightclub that traces back to Richard Branson's first Virgin music studio. Arguably the best nightclub at sea, The Manor's glittery entrance is one of the most photographed and Insta-worthy spaces on-board.
- **Voyage Vinyl** - is an on-board record shop and the go-to spot for Sailors to experience music from all eras and genres. Voyage Vinyl features personal listening stations for Sailors to enjoy their favorite albums both current and classic. Sailors looking for something unique can also shop for limited-edition curated albums and special editions of classics. Sailors can also purchase music magazines, headphones and record players.
- **The Groupie** - Virgin Voyages' bookable karaoke, gaming and movie lounge. Designed by Roman Coppola, The Groupie was designed as a modernist take on a Japanese-style karaoke room for Sailors to enjoy singing along to their favorite tunes with friends.
- While on ship, Virgin Voyages Sailors have the opportunity to choose from a festival-like lineup of all-new, completely original entertainment developed by some of the world's most-talked about producers, directors and artists in the expansion of the company's Creative Collective. Virgin Voyages' entertainment Creative Collective includes Jenny Gersten, Randy Weiner, Sam Pinkleton, Ani Taj, PigPen Theatre Co, The 7 Fingers, Roslyn Hart and Alfredo Guenzani and the Spark Cooperative.
- Scarlet Lady features six original shows that include a production by award-winning producer Randy Weiner (Queen of the Night, The Donkey Show, Sleep No More).
- Sam Pinkleton & Ani Taj have created a hype music video disguised as an absurdist-style dance party, called **UNTITLED DANCESHOWPARTYTHING**.
- **Ships in the Night** is an emotion-filled contemporary experience telling its story through the use of cutting-edge digital projection interwoven with the authenticity of the human condition. **Duel Reality** examines the age-old tale of Romeo & Juliet with a modern twist featuring acrobatic storytelling. Both performances were made possible through our collaboration with the innovative circus company, The 7 Fingers.
- **Never Sleep Alone** is a participatory show featuring the hysterically funny, straight-talking relationship therapist, Dr. A, by producers Roslyn Hart and Alfredo Guenzani.

## Well-Being

### *Fitness*

- **Training Center at Athletic Club** - Offering moments of detox and 'retox,' the space designed by Concrete Amsterdam features an outdoor training zone, including a boxing ring, strength and gymnastics equipment.
- **The Perch** - designed by Concrete Amsterdam, this space offers 360-degree ocean views as a secluded sundeck for sunrise and sunset yoga.
- **The Runway** - designed by Concrete Amsterdam, this standalone running track forms a halo-like vision over the ship where Sailors can sweat, strut or skate.
- **B-Complex** - the ultimate well-being and fitness experience with strength, spin, yoga and cardio in its Build + Balance and Burn + Bike rooms, all with dramatic ocean views. For on-demand fitness, these gyms are equipped with

Technogym ARTIS, a line of sustainably crafted cutting-edge fitness technology.

- **Well-being Pool** - designed by Concrete Amsterdam, this area of restoration features a large whirlpool, two plunge pools and MyBeast, an artistic adult playground and fitness apparatus designed by Equilibria. It's also home to Gym and Tonic bar, which serves up fresh, cold-pressed juices and handcrafted cocktails.
- **The Aquatic Club** - the space on-board where Sailors can lounge poolside and soak up the sun with their favorite cocktail in hand.

### ***Grooming and pampering Spaces***

- **Redemption Spa** - designed by Knibb Design, this mermaid and merman hideaway is complete with hydrotherapy pool, mud room, salt room, cold plunge pools, quartz beds, and rejuvenating spa treatments. By night, Sailors can complete their well-being journey by attending one of the voyage's evening spa parties where a killer DJ transforms the spa's thermal suite into a mermaid hideaway extravaganza.
- **Stubble and Groom** - designed by Softroom, this intimate, upscale barber shop is an oasis for men who enjoy being pampered and well-groomed. Stubble & Groom offers a one-of-a-kind experience at sea with hot-lather shaves, haircuts, beard trimmings and the only male pedicure spa at sea overlooking a porthole ocean view.
- **The Dry Dock** - a blow dry and hairstyling beauty bar complete with hair nourishing and scalp treatments designed by Softroom.
- **The Tune Up** - a nail salon where a pedicure comes complete with some of the best ocean views on the ship.
- **Squid Ink** - the first ever tattoo studio on-board a cruise ship. Squid Ink offers tattooing, permanent makeup and body piercing services. The studio has two resident tattoo artists, as well as an occasional guest artist from the World Famous Tattoo Ink Pro Team. Interior design by Softroom.

### **Sustainability**

- The company has **banned single-use plastics on-board** its ships, including straws, bottled water, other beverage bottles, condiment packets, shopping bags, food packaging, stirrers and take-away coffee and tea cups. Instead, Virgin Voyages emphasizes the use of recyclable and reusable materials across the ship. While on-board, Sailors are provided with access to complimentary filtered still and sparkling water.
- Not only has the brand designed its fleet of ships to the latest energy-efficiency standards with state-of-the-art equipment, **Virgin Voyages is committed to net zero carbon emissions by 2050.**
- We care about where products come from and how they impact our oceans. All of the fish and seafood found within our signature restaurants and on-board eateries has been sustainably sourced and sunscreens for sale are all reef-safe.
- Gratuities are included in the voyage fare, and the only tip we'll ask for on-board supports our ocean conservation partners.

## Discerning Design

- Virgin Voyages worked with a Creative Collective comprised of some of the most sought-after interior designers, artists and architects including Roman and Williams, Tom Dixon's Design Research Studio, Concrete Amsterdam, Softroom of London and more — many of whom are responsible for the creation of the most stylish boutique hotels and resorts across major cities in the US and Europe. None of them have ever designed for the cruise industry... before now.
- Our ships' dynamic design mimics that of a yacht with a sleek, silvery grey hull with smoked glass, and of course, distinctive touches of red. The ship's livery was conceptualized by Ben Christie and David Azurdia from the multi-award-winning Magpie Studio in London. RWD from Beaulieu England, who are leaders in super yacht design, created the iconic red Virgin funnel of the vessel.
- Scarlet is the beautiful mermaid design that adorns the bow of Scarlet Lady. The mermaid, designed by artist Toby Tinsley, serves as the ship's powerful spirit guide and is inspired by figureheads on historic vessels. Valiant Lady's mermaid gorgeous black mermaid captures the energy of a woman moving confidently towards her dreams. She was designed by Hillary Wilson, who has a background in classical art and medical drawing. The result - a dazzling mermaid that resembles a real black woman with authentic features and characteristics. Resilient Lady features a Latina mermaid designed by oil painter and muralist Jodie Herrera. Meant to be an emblem and guardian of the ship, Herrera's Latina mermaid is a strong and powerful figure carrying Sailors forward onto incredible adventures.
- Virgin Voyages' brand design ethos, the **Modern Romance of Sailing**, seeks to enchant Crew and Sailors alike. The spaces capture a fresh, contemporary and sleek look with nods of glamour and romance that evoke the soul's innate love of the sea and pairs it with touches of saltiness and nautical tradition.

## RockStar Quarters

Each ship features 78 suites on-board.

- RockStar Quarters Sailors are given backstage access at every corner. They get first dibs to on-board entertainment, restaurant reservations and Shore Things and have an exclusive VIP pathway to the ship during embarkation. Sailors staying in RockStar Quarters also have their own agent to help with any requests.
- Virgin Voyages has reimagined the mini-bar for its RockStars. Instead, suites have a full bar and cocktail kit fit for a rockstar, with the first round on the house.
- All RockStar Quarters Sailors have access to Richard's Rooftop, their very own private members club -- a secluded place for them to bask under the sun or have a drink under the stars.
- All suites are clever cabins with mood lighting that automatically adjusts to match the time of day and feature in-room tablets to adjust the room's lighting. Sailors enjoy luxurious comforts like premium linens and a plush European king bed in every suite as well as upgraded bath amenities for pampering.

**Mega Rockstars** (our largest suite with a prime location on deck 15 and added RockStar Service extras like a custom bar set up and a RockStar rider to create the perfect holiday).

- **Massive Suite (2 suites on-board)** - The place that legends dream of, replete with its own music room, which doubles as an extra bedroom. This room is stocked with guitars and an amplifier with a vinyl turntable in the adjacent living room. RockStar Quarters Sailors can primp for an appearance with a hot tub, vanity area, two wardrobes and a marble-clad bathroom with a Peek-a-Boo shower area that overlooks the bedroom and out to the ocean. There are only two Massive Suites aboard each ship. Each features an expansive terrace with a private hot tub, a Peek-a-View outdoor shower, circular conversation pit, a lookout point with stargazing loungers and two full-length hammocks. There's also a runway outdoor dining table for six where a staircase helps Sailors make their way on top of the table for dancing. *2,147 square ft., sleeps up to four.*
- **Fab Suite (2 suites on-board)** - An open wall separates the space in these suites into bedroom and living areas. The living area features room for friends with a sofa that converts to sleep two, an extra half bathroom and an entertainment credenza. The suite bedroom area features a large wardrobe for extra closet space, while sunning on the terrace is encouraged with a Peek-a-View outdoor shower, stargazing loungers, a sofa, a terrace hammock and Champagne table. *950 sq. ft., sleeps up to four.*
- **Posh Suite (2 suites on-board)** - This suite can sleep up to four with separate living and bedroom areas. Some suite highlights include a convertible sofa, an extra half bath and a terrace with a Peek-a-View outdoor shower, stargazing loungers, a sofa, a terrace hammock and Champagne table. *833 sq. ft., sleeps up to four.*
- **Gorgeous Suite (9 suites on-board)** - This huge suite features an open floor plan with a distinct lounge and bedroom areas, plus a luxurious marble bathroom with Peek-a-Boo shower window, and an expansive terrace with a Peek-a-View outdoor shower and more. *570 sq. ft., sleeps up to four.*

### RockStar Quarters

- **Brilliant Suite (18 suites on-board)** - A brilliantly designed suite with an open floor plan. With all of the action facing the sea, this suite features an in-room fully stocked bar, a large convertible sofa, an in-room glam brass vanity station, a Peek-a-Boo shower window, terrace sun chairs and more. *481.7 sq. ft., sleeps up to four.*
- **Cheeky Corner Suite (Biggest terrace- 6, Even Bigger Terrace- 4, Pretty Big Terrace- 4)** - The perfect suite for those looking to enjoy sunrise yoga on their expansive terrace. This suite features an open bedroom overlooking the wake of the ship with a large wardrobe for extra space, corner sofa, an in-room glam brass vanity station and more. *Sq. ft varies based on terrace size, sleeps two.*
- **Seriously Suite (24 suites on-board)** - Our most popular RockStar Suite, this space features a fully stocked bar, a plush European king bed, a Peek-a-Boo shower window, a terrace hammock and more. *352 Sq. ft., sleeps two.*
- **Sweet Aft Suite (Biggest terrace- 3, Even Bigger Terrace- 2, Pretty Big Terrace- 2)** - Positioned centrally at the aft of the ship, these suites provide the most-Instagrammable wake view directly from the bed or even from inside the shower. *Sq. ft varies based on terrace size, sleeps two.*

## Cabins

- Virgin Voyages ships feature an exclusive patent-pending cabin layout designed by PearsonLloyd with Virgin Voyages' Design team. It uses intelligent architecture to optimize space and views of the ocean.
- The cabin is custom-created to accommodate the Seabed, the first-ever transformational cabin bed at sea, specially engineered and handcrafted by Walter Knoll in Germany. The concept of the Seabed came from the convivial nature of cruising and gives Sailors more space for social gatherings in the cabin -- and eliminates the unspoken awkwardness of inviting new friends over with no place for them to sit but on the bed. Instead, Sailors can enjoy their cabin in two distinct ways: as a place to revel or a place to relax.
- Every Sailor wishing to voyage aboard our ships can find their special hideaway with roomy **XL Sea Terrace cabins**, **Sea Terrace** cabins, **Sea View** cabins, **Insider** cabins, **Social Insider** cabins that sleep up to four in a chalet-style bunk and **Solo Insider** cabins designed and priced exclusively for the solo traveler.
- With clever cabin technology, the mood lighting automatically adjusts to enhance the time of day based on where the ship is in the world, reflecting the blue seas and the gold to purple sunsets of the Caribbean waters.
- The cabins feature PIR presence sensors that automatically detect when someone has left the cabin and go into energy saver mode, where blinds close and air conditioning adjusts to an eco-saver temperature, conserving energy to support the company's commitment to sustainability.
- Most standard cabins have transitional Seabeds, in-room entertainment with 43"+ 4K flat-screen HDTVs, mini bars, glam areas and flexible wardrobes. All cabins were engineered to optimize bathroom space featuring rain shower heads for a spa-like wash.
- All terraces feature custom-designed hammocks, handwoven by artisans from Yellow Leaf, a social enterprise that fosters women's empowerment and community transformation in rural Thailand.

## The Beach Club at Bimini

- Just a short transfer from the pier, and built by Resorts World Bimini, The Beach Club at Bimini is designed with Miami-based architects EOA, Inc. The space features natural materials and soft earth tones that organically blend into the seascape.
- The Beach Club at Bimini overlooks the ocean and cascades down to the sea with an expansive lagoon-style pool as the central anchor of the club.
- In the spirit of Vitamin Sea, the brand's ethos of well-being, there are moments of retox and detox throughout the day. Sailors can find areas of high energy and quiet spots for complete relaxation and introspection. Mornings at The Beach Club at Bimini begin with yoga and meditation as Sailors enjoy the sounds of the ocean. The energy at The Beach Club at Bimini is gradually amplified as the day progresses and turned back down as dusk settles in. Sailors reach the high point of the day by the afternoon where DJ-led pool and flotilla parties are the center of the action. The night's energy winds down and Sailors are invited to catch the sunset from the shore.
- The Beach Club also has complimentary food that is thoughtfully sourced. Its locally inspired menus serve up island favorites such as conch and mango salad, banana leaf-wrapped queen snapper, savory ribs, Bahamian rum cake and more.



- As Sailors start to explore the club, they are pleased to discover creative social spaces with hammock groves and six bars where they can congregate in groups of friends. Those looking for a home base for the day can enjoy the many beach loungers or opt for a more private place to cuddle up, with beach-side and poolside cabanas available for rent. The Beach Club at Bimini also features active areas for watersports and beach play.
- Sailors staying in RockStar Quarters have their exclusive slice of paradise at The Beach Club at Bimini with a dedicated bar, complimentary food service, an outdoor terrace lounge, sun loungers and beach cabanas.