



February 6, 2017

1 Hotels to expand; Virgin Hotels signs a new deal



The 1 Hotel Brooklyn Bridge is set to open this month. . (Photo: 1 Hotels)

The eco-friendly 1 Hotels brand is expanding.

The company—founded by legendary hotelier Barry Sternlicht—has three new properties in the pipeline. Here in the USA, it will open a hotel in Silicon Valley. That will join U.S. properties [1 Hotel Brooklyn Bridge](#), set to open this month, and existing properties [1 Hotel Central Park](#) and [1 Hotel & Homes South Beach](#).

The brand will expand internationally with new deals in [Haitang Bay, Sanya](#) in China and [Cabo San Lucas](#) in Mexico.

1 Hotels have an eco-conscious design and architecture and offer healthy and fresh food and beverages.

“The 1 Hotels brand aims to show luxury travelers that they can live well, do good and connect with the world around them,” says Sternlicht, who founded [Starwood Hotels and Resorts](#) but left that company years ago. “We are more than a brand, we’re a cause.”

1 Hotel Haitang Bay will open in late 2018 in partnership with Sunshine Insurance Group and designed by Oval Partnership. It will feature 280 guestrooms and suites, including three sky villas. It will have a 1 Hotels signature organic spa, large fitness center, and pool. There will be 15,000 square feet of restaurants and lounges, and more than 6,000 square feet of catering and meeting rooms. An onsite farm will provide the fruits and vegetables for the venues.

1 Hotel & Homes Cabo is slated to open in fall 2019 in partnership with the Questro Grupo development group. It sits on the historic beachside Hacienda site. It will have 115 room and 50 homes, four swimming pools, an organic spa and fitness facilities, two restaurants, a juice bar, and a rooftop bar. The property will also feature more than 6,000 square feet of conference and events space and retail outlets.

1 Hotel Sunnyvale in Silicon Valley will be located near Google's Mountainview campus. It will open in late 2019. The renovation is being developed by [Starwood Capital Group](#) in partnership with SB Architects. It will have 332 guestrooms, more than 10,000 square feet of food and beverage space, a 9,000 square foot spa and fitness center, and 19,000 square feet of meeting space.