



06 February 2009

Virgin Limited Edition Unveils New Websites

- Each site to feature an interactive blog

Virgin Limited Edition, Sir Richard Branson's privately owned collection of luxury retreats and resorts, recently rolled out new websites for each of its properties – accessed through www.virginlimitededition.com – complete with brand new interactive property blogs. The roll-out also includes a new look Virgin Limited Edition collection website, complete with dedicated travel trade and media sections.

Each website features up to date property information, downloadable rate cards and brochures, the most recent photography and all the latest news and special offers. For the first time, each website also features an interactive, property specific blog, which allows visitors to gain up to date news and insights from the team on the ground as to what is happening at each property. Visitors are also encouraged to post their feedback and messages. The blogs include:

- **Ulusaba Private Game Reserve** has two blogs, **The Bush Telegraph**, a diary from Ulusaba's rangers with all the latest big 5 sightings and a blog from **Pride n' Purpose**, Ulusaba's charitable arm, with regular news on all their local initiatives including those supported by guests during their stay.
- **The Lodge** has an **Alpine Adventures** blog, with the latest snow fall report, activities diary and the hottest après ski spots.
- **The Roof Gardens** also has two blogs, **Green Fingers**, with regular gardening tips and news from Head Gardener, David Lewis and **Hot City Nights**, a blog from the private members club with updates on all the latest parties and London's beautiful people – who did what and when. Party goers will be able to upload all their photos from their big night!
- **Kasbah Tamadot** has an **Atlas Tales** blog, with regular updates from the team on what is happening at this beautiful Moroccan retreat.

The dedicated travel trade and media sections provide easy access to all the latest news, information and offers. They provide all the relevant sales and public relations contacts, plus access to download all the latest images, offers, spa and activity lists for each property. Travel trade colleagues who have participated in familiarisation trips can also download photos taken on their trip – if they want to!

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, and The Lodge in Verbier.

For bookings please call 0800 716 919 or visit www.virginlimitededition.com for more details.

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