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CURIO COLLECTION
by Hilton™

VIRGIN HOTELS LAS VEGAS NOW ACCEPTING RESERVATIONS **AND DEBUTS NEW AD CAMPAIGN**

30-second and 60-second commercials can be viewed here: <https://spaces.hightail.com/space/SJK58SuUH6>

LAS VEGAS – Reservations at the reconceptualized **Virgin Hotels Las Vegas**, part of the Curio Collection by Hilton™, are now being accepted at www.virginhotelslv.com. Chambers (rooms) and suites will be available for stays beginning January 15, 2021. Virgin Hotels Las Vegas is also introducing a new advertising campaign, which has launched in Southern California and will be expanded in the coming months.

The “Us. Unstoppable.” campaign is the brainchild of leading creative agency, OH Partners, who the property has retained to lead Virgin Hotels Las Vegas’ brand launch strategy and creative execution. Filmed over three days in the Jean Dry Lake Bed outside of Las Vegas, the commercial follows a diverse and dynamic group of Virgin Hotels Las Vegas guests as they journey through the desert and discover the modern oasis that is Virgin Hotels Las Vegas. The spot celebrates the individuality, creativity, spunk and charisma that each guest possesses. Dean Alexander, award-winning photographer and director, who has worked with a myriad of high-profile brands, including Marriott, IBM, Under Armor, Karl Lagerfeld and more, directed the commercial. The health and safety of the crew, talent and all individuals on site were of the utmost importance to the property and OH Partners, and all local and state-mandated regulations were followed.

In conjunction with the ad campaign launch, chambers at Virgin Hotels Las Vegas are available for bookings now on the property’s new website www.virginhotelslv.com. The resort’s over 1,500 chambers will draw on the property and city’s desert ambiance with neutral color palettes and pops of color with distinctive touches, exclusive to Virgin Hotels and designed by Studio Collective. Each chamber will feature a specially designed format with two spaces, “The Dressing Room” and “The Lounge,” separated by a privacy door. Guests will enjoy Virgin Hotels’ patented ergonomically designed lounge beds, high-definition TVs, reading nooks and more and select chambers will be dog friendly. The property will feature three unique towers, Opal, Canyon and the all-suite Ruby Tower, offering guests a variety of experiences and each chamber will offer sweeping views of the Las Vegas Strip, surrounding valley or the property’s five-acre pool oasis.

“We are working diligently to make the vision of Virgin Hotels Las Vegas come to life as we welcome our first guests in just 64 days,” said Richard Bosworth, President and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas. “Virgin Hotels Las Vegas will usher in a new era of the Las Vegas guest experience, offering signature amenities exclusive to the property. In addition to the exciting and functional chambers and suites, the property will also incorporate a passion for food and beverage with a spectacular restaurant collection, bar offerings, spacious casino floor, entertainment and more, making Virgin Hotels Las Vegas a must-see destination in the city.”

Follow Virgin Hotels Las Vegas on [Facebook](#), [Twitter](#) and [Instagram](#) or visit www.virginhotelslv.com. To learn more about Virgin Hotels, visit virginhotels.com. For future developments please visit development.virginhotels.com.

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About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is a reimagined and re-conceptualized casino resort. The property will be a part of the Curio Collection by Hilton™. The integrated resort will intermix a passion for food and beverage with music and culture and features three hotel towers totaling over 1,500 Chambers and suites; the 60,000 sq. ft. Mohegan Sun Casino, operated by Mohegan Gaming & Entertainment; a five-acre desert pool oasis including a multi-functional event lawn; live music and entertainment theater with 4,500 capacity; 24 Oxford showroom accommodating 650 guests; an exclusive portfolio of twelve food and beverage venues including Todd English's Olives, Kris Yenbamroong's Night + Market, the legendary Nobu, Michael and David Morton's One Steakhouse, Kassi Beach Club from restaurateur Nick Mathers, Casa Calavera by global hospitality company Hakkasan Group, the sports entertainment, daylife and nightlife venue Money, Baby! from Clive Collective, famous Afters Ice Cream, Pizza Forte by the Ferraro Family and signature Virgin Hotels restaurants and bars including The Kitchen at Commons Club, The Bar at Commons Club, The Shag Room and Funny Library Coffee Shop. The property is owned by JC Hospitality, LLC, in partnership with Juniper Capital Partners, Virgin Group, LiUNA, Fengage Asset Management, Dream and Orlando Development. The off-Strip playground, located at 4455 Paradise Road, is currently closed for renovations and will open on January 15, 2021. For more information, visit virginhotels.com/las-vegas.

About Virgin Hotels

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. Each property intermixes a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago, - named the "#1 Hotel in United States" in 2016 and "#1 Hotel in Chicago" in 2016, 2017 and 2020 by the Conde Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "#16 Hotel in Texas" - and Virgin Hotels Nashville are now open. Locations in Las Vegas, New York, New Orleans, Miami and Edinburgh to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Austin, Seattle, and London.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 90 one-of-a-kind hotels and resorts. Curio Collection properties offer travelers authentic, curated experiences through distinctly local offerings and elevated amenities, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Read the latest brand and hotel stories at newsroom.hilton.com/curio, and connect with Curio Collection on [Facebook](#), [Instagram](#), and [Twitter](#).

Media Contacts for Virgin Hotels Las Vegas

Kirvin Doak Communications
Terri Maruca | Emily Clayton
VirginHotelsLV@kirvindoak.com
702.737.3100