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**CURIO COLLECTION**  
by Hilton™

## **SIR RICHARD BRANSON WELCOMES** **VIRGIN HOTELS LAS VEGAS WITH A SPLASH**



*High-res images can be downloaded: [here](#) (Credit: Kabik Photo Group)*

**LAS VEGAS** – On Thursday, June 10, Virgin Group founder, **Sir Richard Branson**, made his grand arrival to the newly reimagined and re-conceptualized, **Virgin Hotels Las Vegas**, part of Curio Collection by Hilton, as part of the property’s Unstoppable Weekend celebration, marking the complete opening of the resort. In the early afternoon, Sir Richard was the first to arrive at the casino-resort in a parade of classic British cabs where he was welcomed by executives from JC Hospitality, Hilton, Virgin Hotels and Virgin Hotels Las Vegas team members.

Kicking off summer in a way only Sir Richard and Las Vegas can do, he headed over to **Élia Beach Club**, Virgin Hotels Las Vegas’ Mykonos-inspired dayclub. He was welcomed by executives and investors of the property and alongside Damon Damato, breath visionary, as he led the Élia Beach Club team in a breath work and meditation session. In true Vegas fashion, Sir Richard insisted on dropping the first beat the at beach club, “Start Me Up” by The Rolling Stones.

“Virgin Hotels Las Vegas is unstoppable. What an incredible time with the Virgin Hotels team and all our guests. It was so delightful seeing such energy and excitement in the air as we welcomed the latest Virgin Hotel to the family,” said Sir Richard Branson, Virgin Group founder. “We celebrated with a fun party, a lot of dancing, and of course, many surprises and delights for our guests. Looking forward to my next visit!”

Sir Richard Branson was joined by **Richard “Boz” Bosworth**, President and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas; **Gary Scott**, COO of JC Hospitality, owner of Virgin Hotels Las Vegas; **James Bermingham**, CEO, Virgin Hotels; **Gary Steffen**, Global Head, Hilton Hotels & Resorts, DoubleTree by Hilton, Curio Collection by Hilton, Tapestry Collection by Hilton and Signia by Hilton; **Jenna Hackett**, Global Head, Curio and Tapestry Collections by Hilton; **Joseph Mancinelli**, International Vice President, Regional Manager Central and Eastern Canada at LIUNA; and **Governor Steve Sisolak** for a press conference where they discussed their vision of Virgin Hotels Las Vegas, the impact the property has on the city and the Virgin brand and more. Paying homage to acquisition announcement press conference in March 2018, Sir Richard Branson celebrated with a champagne toast, after spraying his cohorts with the bubbly.

“It felt great to welcome our partners, friends and family to Virgin Hotels Las Vegas to celebrate the completion of the resort and the opening of Élia Beach Club,” Richard “Boz” Bosworth, president and CEO of JC Hospitality, owner of Virgin Hotels Las Vegas. “We’re eager and prepared for a busy summer at the reimagined resort for anyone who is ready to get back to the business of good times.”

Sir Richard Branson made a surprise appearance at T-Mobile Arena during the Vegas Golden Knights Stanley Cup Playoff game versus the Colorado Avalanche. He rang the siren before puck drop of the first period, rallying the home crowd ahead of game six, where the Knights eventually went on to win the game 6-3 and the series 4-2.

The party continued at **The Theater** inside Virgin Hotels Las Vegas with special performances by **Mix Master Mike**, **Flo Rida** and **Christina Aguilera** in front of a sold-out crowd. Flo Rida made the crowd get on their feet, performing “Low,” “My House,” and “Wild Ones.” The event was hosted by **Mark Shunock** and included a surprise appearance by Sir Richard Branson who welcomed GRAMMY Award-winning crooner Christina Aguilera to the stage, who performed smash hits “Lady Marmalade,” “Fighter,” and “Ain’t No Other Man.”

Follow Virgin Hotels Las Vegas on [Facebook](#), [Twitter](#) and [Instagram](#) or visit [www.virginhotelslv.com](http://www.virginhotelslv.com).

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### **About Virgin Hotels Las Vegas**

Virgin Hotels Las Vegas is a reimagined and re-conceptualized casino resort. The property is part of Curio Collection by Hilton. The integrated resort intermixes 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 Élia Beach Club and 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 House from restaurateur Nick Mathers, Casa Calavera by global hospitality company Hakkasan Group, the sports entertainment, daylife and nightlife venue Money, Baby! from Justin Massei and Mikis Troyan of 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, Fengate Asset Management, Dream and Orlando Development. The off-Strip playground is located at 4455 Paradise Road. For more information, visit [www.virginhotelslv.com](http://www.virginhotelslv.com).

### **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 the 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" - Virgin Hotels Nashville and Virgin Hotels Las Vegas are now open. Locations in New York, New Orleans, Miami and

Edinburgh to follow. Virgin Hotels continues to explore hotel and office conversions and ground-up development in Boston, Los Angeles, Austin, Seattle, and London.

**About Curio Collection by Hilton**

[Curio Collection by Hilton](#) is a global portfolio of more than 100 one-of-a-kind hotels and resorts in nearly 30 countries and territories. 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](#). To make reservations, travelers can visit [curiocollection.com](http://curiocollection.com). Read the latest brand and hotel stories at [newsroom.hilton.com/curio](http://newsroom.hilton.com/curio), and connect with Curio Collection on [Facebook](#), [Instagram](#) and [Twitter](#).

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