



Virgin Hotels Las Vegas

[Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, will open **Virgin Hotels Las Vegas**, part of the **Curio Collection by Hilton** in the Fall of 2020. The property, located at 4455 Paradise Road, will continue full-service operations as the Hard Rock Hotel and Casino until early February 2020 when it closes briefly for the renovations that will transform it into the Virgin Hotels Las Vegas.

The property, currently operating as Hard Rock Hotel and Casino, is owned by JC Hospitality LLC, and is the result of the vision of a group of investors led by Juniper Capital Partners and the Labourers International Union of North America (LIUNA) (investment managed by Fengate Real Asset Investments) along with their partners Dream, Cowie Capital Partners, Virgin Group and other private investors.

Virgin Hotels Las Vegas is ready to shake things up in “The Entertainment Capital of the World” with a multi-million-dollar renovation. The integrated resort will intermix a passion for food and beverage with music and culture, while fusing with the local landscape and providing a vibrant environment for travelers and locals alike.

The hotels’ design is a departure from the ultra-glitz that is overused and overrun in Las Vegas, and instead will be a breath of fresh modern desert cool. A new casino, unique in design and experience, along with a reconceptualized 5-acre pool and renovated concert venue “The Joint” will be part of the reimagined resort.

Buzzworthy new dining options created by some of the country’s hottest restaurateurs are sure to become first and foremost on visitor’s must-try list.

Virgin Hotels Las Vegas will offer a new vibrant, one of a kind pool/bar scene partnering with operators of some of the most exciting club experiences from around the world embodying the ambiance of a private island, with unique, intimate spaces and a variety of cabana experiences for retreating, or reveling, with new friends.

Guests will also have the opportunity to enjoy Virgin Hotels flagship dine and drink concepts including Commons Club and The Shag Room, an intimate secret den welcoming visitor for cocktails.

Virgin Hotels Las Vegas will serve those visiting the city as a destination minutes from the famed nightlife of The Strip as well as the Las Vegas Convention Center and McCarran International Airport.

To learn more about Virgin Hotels Las Vegas, visit www.virginhotels.com/las-vegas. To learn more about future developments, please visit <https://development.virginhotels.com/>.

###

RENDERINGS:

<https://www.dropbox.com/sh/r08kh4fr2t9uz20/AAC3LPyXlvGhdTs9rn0wFleba?dl=0>

FACTS:

Official name	Virgin Hotels Las Vegas
City	Las Vegas
Address	4455 Paradise Road
Number of Chambers	1,504 Chambers
Chamber Suites	79 Luxury Suites 900-5000 Sq. Ft 323 Executive Suites 700-750 Sq. Ft
Meeting & Events	130,000 Total Sq. Ft 28,500 Sq. Ft. 42 Meeting Rooms
Total # of Food & Beverage Outlets	12
Leisure Amenities	Spa & Fitness Center Entertainment Venue (3,500 seat) 5-acres resort pool area Casino

PRESS CONTACTS:

Ana Lanzas
Virgin Hotels
+1 305-798-3932
ana@virginhotels.com

Jania Lambert
JC Hospitality LLC
+1 702-693-5540
jlambert@hrhvegas.com