

For Immediate Release

April 21, 2021

Élia
BEACH CLUB

Virgin
HOTELS
LAS VEGAS
CURIO COLLECTION
by Hilton™

ÉLIA BEACH CLUB TO DEBUT AT VIRGIN HOTELS LAS VEGAS IN PARTNERSHIP WITH NIGHTLIFE LEADERS MIO DANILOVIC, JASON “JROC” CRAIG AND MICHAEL FULLER



High-res images can be downloaded [here](#).

Las Vegas, NV – In conjunction with the continued unveiling of Virgin Hotels Las Vegas, part of Curio Collection by Hilton, JC Hospitality, owners of the resort, are pleased to announce the partnership with nightlife leaders **Mio Danilovic, Jason “JROC” Craig** and **Michael Fuller** who will operate the highly anticipated **Élia** (*pronounced ee-LYE-uh*) **Beach Club**. The new daylife venue will officially open its doors on June 10.

“Élia Beach Club will serve as the ultimate haven for guests as Vegas’ premiere beach club and will offer an unparalleled experience unlike anything else in the Las Vegas resort corridor,” said Richard “Boz” Bosworth, President & CEO of JC Hospitality and owner of Virgin Hotels Las Vegas. “As part of the integrated resort model, the outdoor pool experience was one of our top priorities. We are thrilled with this partnership and anxious to introduce the venue to our guests. The desert oasis incorporates an internationally inspired ambiance sure to impress hotel guests, performers and locals alike.”

Élia Beach Club is a passion project for Mio Danilovic, Creator and Managing Partner of Elia Beach Club, who is known for his stellar beach club track record, having recently opened Joia Beach in Miami -- which remains the preeminent venue of its kind -- maintaining itself as a coveted celebrity hotspot. Danilovic's partners on this project are esteemed hospitality veterans Jason “JRoc” Craig and Michael Fuller who along with Danilovic,

eagerly await the unveiling of this magical, ethereal new hospitality destination. Curated by the partners and designed by the discerning eye of Francois Frossard, Élia Beach Club takes its inspiration from Mykonos, Greece, remaining in-step with its namesake, Elia, Mykonos' largest beach. Known for its clear, blue surf and scenic sandy landscape, Élia Beach Club will emanate those sensations through its ambiance. Frossard, who also designed the notable Joia Beach, as well as some of the most widely lauded institutions to have graced Miami, brought the partners' visions to life through hand-selected decor detail and a customized design aesthetic.

"I am so honored and excited to have partnered with Virgin Hotels Las Vegas. My partners and I are looking forward to building Élia Beach Club into one of the best beach club venues, not only in Las Vegas, but the United States. We aim to deliver a top-tier atmosphere, first-class service and an unbelievable experience, remaining true to everything that the Virgin Hotels brand stands for," said Mio Danilovic, Creator/Managing Partner, Élia Beach Club.

The Mykonos-inspired decor and ambiance will not only impress guests but transport them to an international paradise. With travelers continuously journeying to Tulum (*Mexico*) and Miami (*Florida*) since the onset of the pandemic, and on the heels of the widespread popularity of tourism to Mykonos over the last five years, it was evident the decor and musical programming of these global destinations is what party goers want to hear, see and experience. With this in mind, the team set out to create the ultimate getaway destination, paired with the internationally coveted brand of Virgin Hotels as its Las Vegas backdrop and so Élia Beach Club was born. With a musical focus on all genres of house music, a relaxed yet energetic dance vibe inspired by international beach destinations will create a rhythmic, transformational experience for guests, different from any other Vegas pool and nightlife offering.

From the wood framed and draped fabric cabana design, to the jute woven poufs, and stonework accents, the global design influences differentiate Élia Beach Club from the typical pool atmospheres, offering a photographic backdrop at every turn.

"I am really excited for this project for a variety of reasons. Through my travels abroad to places like Mykonos, Bali, Brazil and Tulum, among others, I have enjoyed the simplicity of what these cultures, daylife and nightlife entities have created through their design and architecture, as well as the music and overall vibe of the spaces. At Élia Beach Club we are trying to create an energy, an energy that not only lives uniquely in the space musically, but also in the way the venue feels. An energy and vibe in a different lane than your typical Vegas pool experience," said Jason "JRoc" Craig, Managing Partner, Élia Beach Club.

"While a large percentage of the market is splintered right now, musically and psychologically they are looking for a mature cultured experience. It is evident the experience of Covid-19 and quarantine has changed people - their priorities, interests and social interactions - and we need to do things a little differently to reflect that. With a focus on tourists, hotel guests and locals, we aspire to be the friendliest venue in Las Vegas for a truly carefree, enjoyable guest experience." - Michael Fuller, Managing Partner, Élia Beach Club.

The musical style of DJs and notable guest performers will incorporate tropical house, world house and deep house, with a mindset of escape, dancing and just good vibes filling the atmosphere of the venue. The beautifully designed stage complete with a straw thatched roof creates a desirable and attractive focal point to the venue that will not only lure in guests and performers but will create a cohesive desire to be a part of the experience it exudes. Overlooking the Mediterranean-colored pool, the music will infiltrate the venue elevating the experience to another level, literally. The floorplan allows for all cabana guests to feel integrated into the vibe of the performance, as well as patrons that choose to stay at pool level. Every guest, whether pool level or at a VIP cabana, will be offered an immersive, accessible and welcoming experience. The entire venue will evoke an exclusive feel.



Health and wellness elements will also be incorporated into both the menu and the programming. The world continues to raise its level of focus on consciousness, environmentalism and overall selfcare, fitness and wellness practices, so the founders are committed to bringing elements reflective of this criteria into the venue. Examples of this include large-scale morning yoga, meditation pop-ups, red light therapy, and organic based cocktail creations.

Élia Beach Club will initially be open Thursday – Sunday from 11:00 a.m. – 1:00 a.m.

###

About Élia Beach Club

Élia Beach Club is the first venue of the joint partnership from nightlife leaders and managing partners Mio Danilovic, Jason “JRoc” Craig and Michael Fuller, and JC Hospitality at Virgin Hotels Las Vegas. Curated by the partners and designed by Francois Frossard, it exudes inspiration from Mykonos, Greece through its ambiance, furnishings and aesthetic. Frossard, who also designed the notable Joia Beach Club in Miami, brought the partners' visions to life through the venue's details, color palette, and decor. With a musical focus on all genres of house music, a relaxed yet energetic dance vibe inspired by international beach destinations will create a rhythmic, transformational experience for guests, different from any other Vegas pool and nightlife offering.

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 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.

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, Edinburgh and Glasgow 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 nearly 100 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 Élia Beach Club

Alchemy

Matt Brooks | Matt@alchemy-agency.com

561.756.0790

The Influence

Ali Lasky | Ali@theinfluence.com

917.470.5330

Marisa Hebert | marisa@theinfluence.com

347.828.0060

Media Contacts for Virgin Hotels Las Vegas

Kirvin Doak Communications

Terri Maruca | Emily Clayton

virginhotelslvpress@kirvindoak.com

###