

## Drai's Beach Club - Nightclub And The Cromwell Hotel Transform Las Vegas With Memorial Day Weekend Opening Celebrations

188 New Rooms and Suites, Luxury Rooftop Pool, Private Jets, DJ's, Fireworks, Champagne and 65,000 Square Feet of Nirvana Now Open at the Center of the Las Vegas Strip

LAS VEGAS, May 24, 2014 /[PRNewswire](#)/ -- A double celebration hit Las Vegas over Memorial Day Weekend with the official opening of Drai's Beach Club - Nightclub and The Cromwell. After more than 15 years of imagining his dream nightclub, Victor Drai officially opened the doors to his 65,000 square foot rooftop venue on May 23, 2014. At ground level, The Cromwell, Las Vegas' newest boutique hotel, officially welcomed its first guests with a celebratory ribbon cutting on May 21, 2014, unveiling 188 rooms including 19 suites. Rooms are available at [www.thecromwell.com](http://www.thecromwell.com) or by calling 1-844-IAM-CROM.

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/mnr/7233051-cromwell-las-vegas-drai-s-beach-club--night-club-opening>

Already noted by NYTimes.com as, "[\*A Las Vegas Boutique Hotel with Star Power.\*](#)" The Cromwell enjoys a prime location on the Strip and is the city's first standalone boutique hotel. The hotel recently underwent a \$185 million renovation in February 2013 and features an impressive array of entertainment options, including *Bound by Salvatore*, the hotel lobby bar featuring world renowned master mixologist Salvatore Calabrese; *Interlude*, a casino lounge perfectly located and sure to be the central hub of the hotel; *The Abbey*, a reserved gaming salon; a 40,000-square-foot casino with 66 table games and 440 slot machines and GIADA, Giada De Laurentiis' first restaurant (opening June 3).

To enter Drai's visionary new take on nightlife, guests make their way to the roof via six express elevators from The Cromwell casino floor, and are whisked to the roof top where they are met with the incredible *reveal*; showcasing the nightclub, the beach club and a panoramic view of Las Vegas that is truly unmatched in the city. "This is a dream for me," said Victor Drai. "We have created the next frontier for Vegas nightlife and we did it on a roof that before now was wasted space. That's what I love about Las Vegas – if you have a vision, the right team and partners, you really can make the impossible happen."

Already being heralded by Robin Leach with the eye-catching headline, "[\*There is no other club in America\*](#)

like this." Drai's is now home to world-renowned Resident DJ's and 360 degree views of Vegas below and above. Additionally, Drai's has created an unprecedented menu of services, amenities and surprises ranging from the sublime private cabanas to unbelievable ultra-luxury packages which are setting the bar for VIP service in Las Vegas. Drai's is also the only club where fireworks can be set off high above the Las Vegas Strip (day or night). Packages and menus include:

- Luxury Packages range from \$5,000 to \$15,000 --
  - The *Luminous of the Gods*, a 16-bottle setup of Dom Perignon Luminous (perhaps the most club-ready of prestige Champagnes, with its glowing labels) for \$15,000.
  - \$737,000 Package, which includes a private jet charter for you and anywhere in the U.S. from 8 to 50 of your closest friends, plus accommodations at The Cromwell, fireworks and 100 bottles of Ace of Spades Champagne.

If lighting your very own fireworks show has always been a dream, Drai's will make it a reality with their *Fire in the Sky* packages, which complement their copious bottles of Dom Luminous with a detonator.

In addition to the 169 standard accommodations which are reminiscent of Parisian style, and create a residential feel with distressed hardwood flooring, vintage luggage and trunk-style furnishings, The Cromwell debuted its 19 impressive suites this week, ranging from a 723-square-foot one-bedroom to the 2,550-square-foot, six-bedroom Cromwell Suite. All suites are strategically positioned for guests to enjoy unrivaled views of the Strip from several vantage points, and are equipped with full-size refrigerators, wet bars that can be stocked based on guest preference, steam showers, deep soaking tubs, and popular gaming table elements, including pool tables or pin ball machines.

Both The Cromwell and Drai's Beach Club - Nightclub are now open.

For more information on Drai's, visit: [www.draislv.com](http://www.draislv.com) or like us on Facebook at [www.facebook.com/draislv](http://www.facebook.com/draislv), follow us on Twitter at [www.twitter.com/draislv](http://www.twitter.com/draislv) and on Instagram at #draisl.

#### About The Cromwell:

Caesars Entertainment Corporation, the world's largest casino-entertainment company, opens The Cromwell – Las Vegas' only luxury roof top pool, club, hotel and casino. Following a \$185 million renovation of the former Bill's Gamblin' Hall & Saloon, the resort is situated on the bustling corner of Las Vegas Boulevard and Flamingo Road. The Cromwell brings an exclusive, luxury lifestyle boutique hotel experience to the Strip, focusing on hospitality, amenities and personalized service. An intimate collection of 188 rooms and suites, a 40,000 square-foot casino space, *Bound by Salvatore*, the hotel lobby bar; *Interlude*, a casino lounge and the first-ever restaurant by celebrity chef and television personality Giada De Laurentiis (Opening June 3) will set the resort apart, while the rooftop pool experience redefines Las Vegas nightlife culture. Drai's Beach Club - Nightclub, designed and operated by nightlife impresario, Victor Drai, spans 65,000 square-foot with day and nightlife experiences boasting open-air, panoramic views from 11 stories above the iconic Las Vegas skyline.

For additional information visit [www.TheCromwell.com](http://www.TheCromwell.com), like us on Facebook <http://facebook.com/cromwellvegas>, follow us on Instagram <http://instagram.com/cromwellvegas>, or on Twitter <http://twitter.com/cromwellvegas>

SOURCE Caesars  
Entertainment

For further information:

Caesars Entertainment:

Celena Haas-Stacey,

chaas@caesars.com, 702-400-

3687; or Jeff Wagner Agency: Jeff

Wagner,

jeff@jeffwagneragency.com, 310-

702-2563, or Michelle Loosbrock,

michelle@jeffwagneragency.com,

702-287-4130

---



<http://caesars.mediaroom.com/2014-05-24-Drais-Beach-Club-Nightclub-And-The-Cromwell-Hotel-Transform-Las-Vegas-With-Memorial-Day-Weekend-Opening-Celebrations>

