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What To Expect From Drai's At The Cromwell

Where: 3595 Las Vegas Boulevard South [\[map\]](#), 89109

March 28, 2014 at 8:19 PM | by [juliana](#) | [Comments \(2\)](#)



We've told you about the **6Cs** of **The Cromwell**. Now, we're moving onto the letter "D" as in **Drai's** from Vegas nightlife legend, **Victor Drai**.

Drai's After Hours club at Bill's Gambling Hall was both infamous and legendary. Let's put it this way. If you ended up at Drai's during your trip to Vegas, you had a *very* good time. (Wink, wink.) That, and you didn't get any sleep.

While **Drai's After Hours** club is set to eventually reopen in the basement of The Cromwell (it's currently housed at Bally's), Drai and his team are focusing first on their rooftop venues, **Drai's Nightclub and Beach Club**. Both of which will open over Memorial Day weekend.

We spoke with Managing Partner, **Ryan Craig**, who's been working the Vegas nightlife scene for over ten years, starting as a busboy at the now closed Tabu inside **MGM Grand** before working his way up to host and then eventually to director of VIP services at **Wynn's** nightclubs.

Craig is a good-looking, thirty-something dude with dark hair that ends just above his shoulders and which he tucks behind his ears. He speaks with a calm, steady and assured voice. And, perhaps, most advantageous to his career, he has an easygoing smile. A smile that says, "sure, order another bottle. No problem." His unassuming manner flips the stereotype of a fast-talking, gelled-up, pinky ring-wearing club promoter on its head and now he's looking to flip the DJ-dominated Vegas club scene on its head with Drai's Nightclub.



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Draï's Nightclub, under construction

The 25,000-square-foot, two-story rooftop venue that is Draï's Nightclub will look out onto Draï's Beach Club. The official specs of the nightclub list a capacity of 2,200 people with six dedicated elevators, two VIP bathrooms (say what?), a Funktion One sound system and provocative interiors decorated in deep purple and gold. The club is also wrapped in about 2,000 square feet of LED screens. (Another 2,000 square feet surround the beach club outside.)

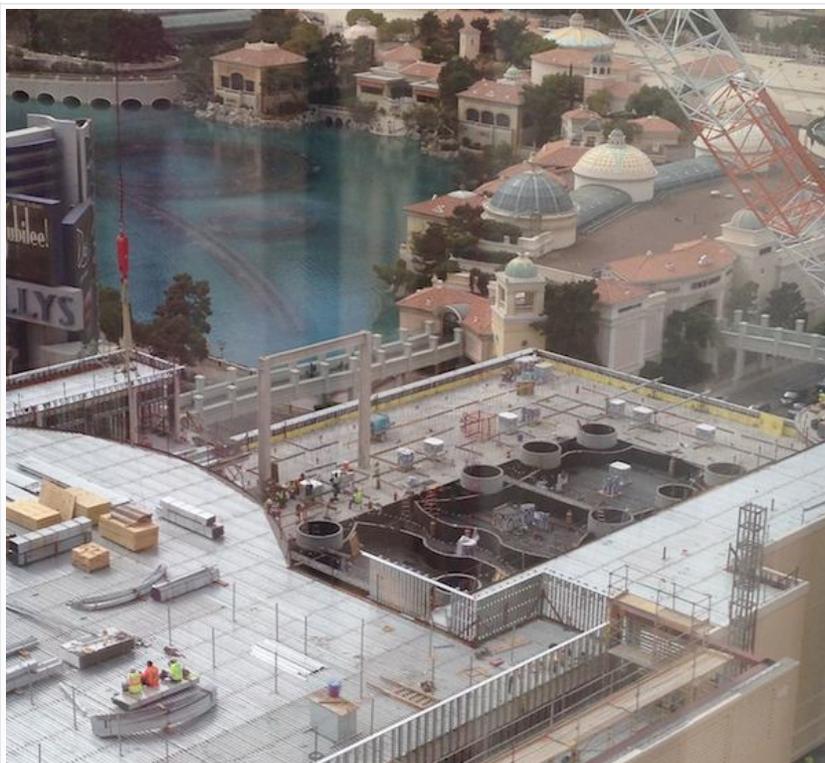
Craig tells us Draï's is going to have a different energy than other Vegas nightclubs, taking the emphasis away from the celebrity DJs that have dominated Sin City:

It's not 'This DJ is spinning at this club.' It's 'This club is having this party and this DJ.' You can actually interact and have a conversation with someone. If you go to a Vegas club now, it's like a concert venue. You might as well go to an airplane hangar and have a DJ push a button whereas with us, all the tables on the inside of the club face The Strip, the dance floor and the DJ booth. It's very interactive.

Draï's is also doing away with the celebrity DJ salaries which have reached **astronomical levels in Vegas** in recent years.

We invested more money in the production, the themes, the party, and the client rather than the DJ. We've got phenomenal DJs but we're not spending \$400,000 or \$500,000 for them. We're spending \$10,000 to \$30,000 on them and they're performing at the same exact level. And we can pass that savings to the customer. They don't have to spend \$150 a ticket. They don't have to spend \$20,000 on a table. \$5k or 7k is going to get you a table.

DJ residencies for Draï's are expected to be **announced next week**.





The Beach Club, under construction

Hotel guests at The Cromwell will have priority at the club, but Craig recommends they still make a reservation through the concierge or the club's website. Craig also said **Drai's was working on a mobile app** where guests can book a table, buy tickets and see the DJ lineup. Additionally, Drai's will have **rewards points for clubgoers** tied into Caesars Entertainment's **Total Rewards** program where, if you spend a certain amount of money at the club, you'll get a variety of to-be-determined perks.

Of course, Drai and Craig aren't doing away with bottle service, which is the biggest moneymaker for nightclubs today, especially when big spenders come to town. Indeed, Craig promises "awesome" bottle presentations and packages, including one centered around the club's fireworks. Oh yeah, that's right. **Drai's is the only nightclub in town that's zoned for fireworks.**

Let's say you buy a \$100,000 bottle package -- it could be more or maybe less, depending, every night is different -- you can actually have this cool presentation where you **push this button and all the fireworks go off** on the perimeter of the patio in three-second, five-second or ten-second bursts based on the amount you spend.

The club is also crafting an **insane 737 package** which will have fighter jets appear on the LED screens, a huge production for the presentation of the Ace of Spades champagne bottle, and roundtrip airfare anywhere in the U.S. for you and 130 of your friends on a 737. Total cost? Why, \$737,000, of course.

"Now, will someone do it? Probably not, but there might be that one person," Craig said. Ah, Vegas... where even the nightclubs do a little gambling.



The managing partners of Drai's; Craig and Drai are in the center.