Palm Tree Crew and Tao Group Hospitality to Launch Brand-New Property - Palm Tree Beach Club at MGM Grand - Introducing Bold, Immersive Music and Entertainment Experience to Las Vegas Daylife

New day club will set the standard in entertainment, bringing next-level performances, exceptional service and tropical spirit to the heart of the Las Vegas Strip

TBC JANUARY 16, 2025 – Las Vegas, NV | **Palm Tree Crew**, the global live entertainment, lifestyle, and hospitality company founded by **Kygo** and **Myles Shear**, announced today its latest venture: **Palm Tree Beach Club at MGM Grand**, opening in partnership with **Tao Group Hospitality**, a leader in restaurants, nightlife and entertainment. Palm Tree Beach Club will debut in May 2025 as a tropical oasis with chart-topping performers and top-tier service.

Designed by Rockwell Group, the award-winning architecture and design firm, the space will be an eclectic, vibrant and chic tropical retreat. Spanning nearly 60,000 square feet, the venue will include a ground-level stage, salt water pool, 12 bungalows and 10 cabanas, along with daybeds and chaise lounges all to fit more than 3,000 guests.

“For the past four years, Palm Tree Crew has been committed to creating unforgettable live music experiences around the world, and as we continue to expand into the hospitality sector, it’s only fitting for Palm Tree Crew to take on the ultimate entertainment spot: Las Vegas,” said Myles Shear, Palm Tree Crew co-founder. “We’ve been working closely with our friends at Tao Group Hospitality and MGM Grand for a long time and cannot wait to bring the Palm Tree Crew spirit to the Strip.”

Combining Tao Group’s longstanding hospitality prowess with Palm Tree Crew’s expertise in creating unique live experiences, the new Vegas tropical escape is already positioned to be a must-visit staple on The Strip for the 2025 season and beyond.

“We constantly innovate and strive to be at the forefront of hospitality. When the prospect of creating a new venue with Kygo, Myles Shear and their Palm Tree Crew brand presented itself, we jumped at the opportunity to bring a new boutique, festival-style experience to the Las Vegas market for the first time,” said Jason Strauss, Tao Group Hospitality Co-CEO.

“Palm Tree Crew, Kygo and Tao Group are a perfect match as they all focus on creating one of a kind, unforgettable experiences that bring people together thru live entertainment,” said Ari Kastrati, MGM Resorts’ Chief Content, Hospitality & Development Officer. “We are grateful for our continued partnership with Tao Group and look forward to our new relationship with Palm Tree Crew as we offer our MGM Grand guests a dynamic, new experience that further enhances our entertainment portfolio.

Additional performances, details and links to purchase tickets will be announced in early 2025. For more information on Palm Tree Beach Club, please visit PalmTreeBeachClub.com and follow @palmtreebeachclub.

About Palm Tree Crew

Palm Tree Crew, founded by Kygo (Kyrre Gørvell-Dahll) and Myles Shear, is a diversified holding company spanning a consumer brand, global live events and hospitality, and a multi-product investment platform. Known for its world-class Palm Tree Music Festivals in destinations like St. Barth's, The Hamptons, Aspen, Lake Tahoe and Australia, as well as lifestyle and fashion collaborations, including the recent PUMA x Palm Tree Crew: Streetwear Edition, Palm Tree Crew continues to innovate across industries. Its expanding hospitality portfolio currently includes Palm Tree Club Miami, a newly renovated 115-room hotel and restaurant on Biscayne Bay offering coastal vibes, live music, stunning sunsets, and a 20-slip marina with dine-and-dock services, and Palm Tree Club Orlando, a premier two-level restaurant and rooftop lounge located in the heart of Orlando’s vibrant Live! at The Pointe entertainment district. These ventures reflect Palm Tree Crew’s mission to blend live music, lifestyle, and hospitality into unforgettable experiences. For more, visit ptc-holdings.com or contact ptc@weareshadow.com.

About Tao Group Hospitality

Tao Group Hospitality delivers distinctive culinary and premium entertainment experiences through its portfolio of restaurants, nightclubs, lounges, and daylife venues. Tao Group Hospitality acquired Hakkasan Group in April 2021. The combined company operates over 80 branded locations in over 20 markets across four continents and features a collection of widely recognized hospitality brands. These include TAO, Hakkasan, Crane Club, OMNIA, Marquee, LAVO, Beauty & Essex, Yauatcha, Ling Ling, Cathédrale, Little Sister, The Highlight Room, Sake No Hana, Jewel, and more. Tao Group Hospitality is part of Mohari Hospitality, a global investment firm with a focus in luxury lifestyle and hospitality investments. Learn more at www.taogroup.com.

About MGM Grand

MGM Grand Hotel & Casino “The Entertainment Authority,” offers the ultimate Las Vegas experience with a variety of accommodations to serve every need and signature dining by top celebrity chefs including Tom Colicchio, Wolfgang Puck, Joël

Robuchon, Morimoto, Michael Mina and Ayesha Curry. In addition to a pampering spa and salon and a contemporary conference center with more than 850,000 square feet of meeting space, the hotel offers a wide range of world-class entertainment at the MGM Grand Garden Arena; the epic KÀ by Cirque du Soleil; world-famous dance crew Jabbawockeez; master illusionist David Copperfield; Topgolf Las Vegas; Brad Garrett's Comedy Club; and Hakkasan Las Vegas. MGM Resorts International operates MGM Grand (NYSE: MGM).For more information and reservations, visit mgmgrand.com, call toll-free at (877) 880-0880, or find us on Instagram, Facebook and X.

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