

Fremont Street Experience Names Cliff Atkinson as President & CEO



Las Vegas, Nevada Feb 4, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Fremont Street Experience](#), the vibrant entertainment district in downtown Las Vegas, has appointed veteran hospitality executive **Cliff Atkinson** as its new president and CEO. Atkinson brings more than two decades of leadership experience in luxury hospitality, gaming operations, large-scale property transformations, and high-performing team development across globally recognized hotel and resort brands.

The Fremont Street Experience Board pointed to Atkinson's clear vision, strong operations background, and history of transforming complex hospitality settings. His background navigating Las Vegas' entertainment-driven resort environment also played a significant role in his selection.

"Cliff is a dynamic and respected leader whose expertise in hospitality, guest experience, and large-scale operational strategy will be instrumental as Fremont Street Experience continues to grow and evolve," said **Mark Brandenburg**, Fremont Street Experience board chairman. "His background leading iconic Las Vegas properties and uniting diverse teams makes him uniquely qualified to guide the future of our destination."

Atkinson most recently served as President of Virgin Hotels Las Vegas, where he led the resort's post-renovation turnaround and drove a comprehensive operational transformation. In this role, he oversaw all facets of the business—including gaming operations—and established a unified leadership model that reshaped the property's culture. Before that, he served as President of Fontainebleau Las Vegas, guiding the pre-opening strategy and building the executive leadership team in preparation for the launch of the multi-billion-dollar resort.

Throughout his leadership roles in Las Vegas, Atkinson gained extensive experience within entertainment-rich resort environments, consistently integrating entertainment considerations into overall guest experience and operational strategy.

His career also includes senior leadership positions with MGM Resorts International, including Senior Vice President of Corporate Hotel Strategy and President & COO of Luxor Hotel and Casino. Atkinson also spent a decade with Mandarin Oriental Hotel Group in San Francisco, New York, and Las Vegas, earning Forbes Five-Star, AAA Five-Diamond, and “Hotelier of the Year” honors.

“I am honored to join Fremont Street Experience at such a pivotal moment,” said **Cliff Atkinson**. “From its incredible roster of entertainment to its impact on downtown Las Vegas tourism, Fremont Street Experience is one of the most unique and energetic destinations in the world. I look forward to working with the Board, our casino partners, and the entire team to continue elevating the guest experience and driving the next chapter of growth.”

Atkinson holds a Bachelor of Science in Business Administration from the University of San Francisco and serves on the boards of the University of San Francisco and the Nevada Hotel & Lodging Association.

Atkinson is set to assume his new role on Tuesday, Feb. 17.

About Fremont Street Experience

Fremont Street Experience is a vibrant entertainment district in historic downtown Las Vegas. The open-air promenade is a hub for entertainment, gaming, dining, and shopping. Fremont Street Experience offers more free live entertainment than anywhere else in Vegas, with performances on three stages every day of the year.

Fremont Street Experience also features The Canopy™ LED screen. Spanning 1,375 feet in length and 90 feet in width, The Canopy™ LED screen is suspended 90 feet above the pedestrian mall. It dazzles visitors nightly with stunning visual shows synchronized to the music of headline artists like Katy Perry, Stone Temple Pilots, Imagine Dragons, and more.

Additionally, Fremont Street Experience is home to SlotZilla, a thrilling attraction featuring an 850-foot Zipline and a 1,750-foot Zoomline. Riders launch from a 12-story slot-machine-themed platform and soar beneath The Canopy™ LED screen.

Fremont Street Experience offers direct pedestrian access to eight world-renowned casino hotels, over 70 restaurants, and numerous specialty retail kiosks, drawing more than 24 million visitors annually. For more information about Fremont Street Experience, please visit www.vegaseperience.com.

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