

**MEDIA RELEASE**  
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**Las Vegas set to farewell Aladdin next week**

Eight chandeliers each comprised of 66,000 Swarovski crystals, 1,600 back-lit LED orbs changing colours behind the check-in desk, a kilometre of shops – where else but Las Vegas?

Las Vegas hasn't just built another hotel – they've completely re-themed, remodelled and refurbished an existing one. Next week, the Aladdin Hotel will announce the official name change to Planet Hollywood Resort and Casino.

Remodelling of the Aladdin, a popular hotel with Australian visitors to Las Vegas, has been executed in phases over the past year so the hotel could remain open. When the US\$200 million worth of renovations are complete the hotel will have undergone a complete make-over which will see the current Middle Eastern décor replaced with a sleek, modern and contemporary look. Instead of Arabian nights think black granite, LED lighting and textured glass.

Some of the more unique aspects of the new hotel will include Heart Bar featuring 32 flat screen TVs and live Go-Go dancers. Celebrity spotters will love Extra Bar which will become the Las Vegas headquarters for the entertainment television show Extra and the location for live celebrity interviews.

Being the Entertainment Capital of the World it isn't surprising that Planet Hollywood will launch a new show Stomp Out Loud which is sure to be a hit given the popularity of Stomp shows when they've toured Australia in recent years.

Shoppers will want to get lost in the new shopping centre The Miracle Mile Shops which will take the place of Desert Passage. The name is a nod to the 1.5 miles (nearly a kilometre) of retail space including over 170 stores and 15 restaurants. The fitting website for the centre – [www.canyouhandlethismuchshopping.com](http://www.canyouhandlethismuchshopping.com).

Anyone thinking the Aladdin must have been old and in desperate need of renovation can think again. The property only opened 7 years ago in August 2000 at a cost of US\$1.3 billion. It was built on the 35-acre site of the original Aladdin Hotel which was imploded in 1998.

This illustrates the pace of change in Las Vegas with a phenomenal US\$30 billion being spent on current and planned resort-area construction before 2010. At no time in history has Las Vegas seen this level of investment which is expected to add more than 38,000 rooms to the city by 2010 taking total room numbers to around 175,000.

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For more information or images on these or any new developments in Las Vegas contact Alison Scott on (02) 9356 2266 or [alison@gate7.com.au](mailto:alison@gate7.com.au).

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