



Las Vegas continues to capture the world's imagination as a destination where *anything is possible*. **With more than 148,000 guest rooms, over 10.5 million square feet of convention and exhibit space, award-winning restaurants, luxurious spas, fantastic shopping, world-class golf, and truly unique entertainment,** Las Vegas remains one of the most **exciting convention, meeting and incentive destinations in the world.**

In 2010, 4.5 million convention and trade show delegates travelled to Las Vegas and we hosted over 18,000 conferences. Why? Because unlike other cities in the world, Las Vegas has the capacity and plethora of unique options that will be sure to satisfy your clients' appetite.

We know that it can be a little overwhelming to organise **group activities, meeting spaces, rooms and itineraries** so we've put this **Las Vegas MICE guide** together to facilitate your group's travel planning. You can also find information from the www.vegasmembersbusiness.com website which gives you even more reasons why you should bring your group to Las Vegas....

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Las Vegas 101- THE BASICS



Las Vegas is served by McCarran International Airport (www.mccarran.com) conveniently located just 2 kilometres from the Las Vegas Strip and 5.5 kilometers from the Las Vegas Convention Centre. The **main zones for resorts are the Las Vegas Strip**, an ever-growing development of mega-resorts that stretches for miles along Las Vegas Boulevard and Downtown, the original Las Vegas core, centered around Fremont Street.



Maps and e-Brochures- Download the latest Las Vegas Visitor Guides, Area Maps, Show Guides and more <http://www.visitlasvegas.com.au/traveltrade/local-marketing-tools.aspx>



Weather- Las Vegas averages 320 days of sunshine per year. Winters can be a bit chilly and summers scorching hot, so bear that in mind if you intend to hold outdoor events or activities. Visit our website for weather forecasts <http://visitlasvegas.com.au/travelplanning/traveltips/climate.aspx>

Convention Calendar- Check our Convention Calendar to avoid high demand periods before you set dates <http://www.lvcva.com/meetings/convention-calendar.jsp>

Meeting Toolkit- To help you plan and promote your Las Vegas group, we've gathered a collection of images, logos and supplier contact information. <http://www.lvcva.com/meetings/services-support/toolkit.jsp>



Promotional Copy- Feel free to use our introductory copy in your invitations and for other promotional collateral. <http://www.lvcva.com/meetings/services-support/toolkit-promotional-copy.jsp>

Great Event Sites

The **bars, nightclubs, museums, restaurants** and other venues around Las Vegas are rich with atmosphere, and nearly **all are available for group rental**. Here are a few unique spots to make your event stand out.



Brooklyn Bridge: A little taste of the Big Apple in the big desert, this outdoor site at New York-New York has views over The Strip and offers 10,000 sq. ft. of space for receptions for up to 1,000 people. (www.nynyhotelcasino.com/)

Eiffel Tower Restaurant, Paris Las Vegas: The half-scale replica of the Eiffel Tower, at Paris Las Vegas, can seat up to 200, with a private salon for 20. In addition to its own *je ne sais quoi*, the site has great views of the Bellagio fountain across the street (www.eiffeltowerrestaurant.com/)

Ghostbar: Located 55 stories above the Las Vegas Strip in the Palms Hotel & Casino, this stylish 8,000-square-foot bar has 14-foot floor-to-ceiling windows, as well as an outdoor terrace with 360-degree views of the city and desert. The club is operated by the N9NE Group, which also operates Moon, Rain and the Playboy Club inside Palms. (<http://www.n9negroup.com/>)



Minus5: The first permanent ice lounge of its kind in the United States (put on the map by Kiwis!), this 1,600- sq. ft bar at Mandalay Bay features an ice-chapel, complete with stained “ice” windows and an ice candelabra. Guests don sheepskin-lined parkas, gloves and booties entering (www.minus5experience.com).

Light Group Properties: Located mostly in MGM Resort International properties, the Light Group operates several bars and nightclubs along the Strip, including Jet, the Beatles Revolution Lounge and Bar - all at the Mirage; The Bank, at Bellagio; Diablo's Cantina at Monte Carlo and the newest addition Haze at Aria. All these facilities are available for rental by groups, and offer a great party vibe, perfect for events (www.lightgroup.com).



Pure: Pure Nightclub, at Caesars Palace, is the most famous of the Pure Management Group (PMG) properties around town; it spans 40,000 sq. ft. and can hold up to 2,500 people, in an all-white dance room and an outdoor terrace area overlooking the Strip. Other PMG spots include Lucky Strike, a funky bowling alley at the Rio and Social House, a hipster sushi restaurant at Crystals in CityCenter (www.purelv.com).

Top of the World Restaurant and Lounge: This rotating restaurant atop the soaring Stratosphere Tower (which stands 350m above the Strip) has extended private dining rooms and access to the outdoor observation deck. To get any higher, you'll have to get in an aeroplane! (www.topoftheworldlv.com)

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MIX Lounge and Restaurant: Located atop THEhotel, MIX features sweeping staircases, mid-century modern furniture and a stunning 24-foot chandelier of 15,000 hand-blown glass spheres. MIX lounge and restaurant is the perfect spot to take in the spectacular Las Vegas skyline and your group won't be disappointed with the view (www.mandalaybay.com/dining/mixlounge.aspx)

Memorable Incentive Prizes

Las Vegas is a great place to **roll out incentive rewards, as VIP-style perks abound**. Here are a few ideas for memorable rewards to motivate any group.



Fine Dining: Two decades ago, no one would have imagined that the French Michelin Guides would deign to visit Las Vegas, land of the all-you- can-eat buffet. But in 2010, no fewer than 140 restaurants and 32 hotels were covered by Michelin. A **gift certificate** to one of these spots—such as three-star winner *Joël Robuchon at MGM Grand*, or two-star winners *Picasso at Bellagio*, *Guy Savoy at Caesars Palace* or *Alex at Wynn Las Vegas*—can be a **great motivator** and memorable reward.

(<http://visitlasvegas.com.au/entertainment/dining.aspx>)



Golf: Las Vegas is home to dozens of **excellent golf courses (over 60 in fact!)**, all within easy striking distance of The Strip and downtown areas, including courses designed by Jack Nicklaus, Tom Fazio and other big names. Top courses include Bali Hai, fashioned after an Indonesian paradise, Shadow Creek, exclusive for MGM Resorts International guests, and the Las Vegas Paiute Golf Resort, which has three championship courses. Because of their premium nature Las Vegas courses tend to be expensive, so a round can be a nice reward. (<http://visitlasvegas.com.au/entertainment/golf.aspx>)



Dinner in the Sky Las Vegas can offer your group the most unique and unforgettable dining experience of a lifetime! Imagine being **suspended** over 160-180 feet in the air! Guests sit comfortably on their **22 person Sky Table** and enjoy spectacular views of the Las Vegas skyline while dining on fine food prepared by a professional team of Sky Chefs (<http://dinnerintheskylv.com/>)

Shooting Off: Ever wanted to shoot a Magnum— or an M-16 machine gun? Well if you answered yes, Las Vegas is home to a few different shooting ranges that can be used for group events, or for incentive prizes. Among the most popular is **The Gun Store**, which has a VIP range (www.thegunstorelasvegas.com).



Into Thin Air: Jumping out of an airplane seems sane by Las Vegas standards. Companies like Skydive Las Vegas offer jumps over the desert for as little as US \$149 (www.skydivelasvegas.com). For something more extreme, **Air Combat USA** is a “civilian dog fighting school” that lets participants **fly real military fighters** with licensed pilots in the cockpit. Flights start at around US \$1,500, with group competitions available as a teambuilding experience. No pilot’s license required (www.aircombatusa.com).

You can also head over to the Stratosphere Hotel for **Skyjump Las Vegas**, a “controlled freefall” in which the **rider plummets 855 feet at a speed of up to 60 km/h**. The ride offers a way to experience thrills similar to skydiving and base jumping with the added benefit of doing it over the Las Vegas Strip - **day or night**. The attraction opened in April 2010 and will join three thrill rides already atop the tower: Big Shot, X-Scream and Insanity (www.stratospherehotel.com/thrills/).



If you prefer to stay closer to the ground, try **Indoor Sky Diving** which is a simulated Skydive experience just minutes from the Strip. (www.vegasindoorskydiving.com) **Swimming with Dolphins:** For animal lovers, the “Trainer for a Day” program at the Siegfried & Roy’s Secret Garden and Dolphin Habitat at the Mirage offers an unusual chance to **feed, train and play with dolphins**. Also available is a one-hour VIP Tour that includes a photo with a dolphin (www.miragehabitat.com).





Zipline ride under the Fremont Street Canopy:

Weeeeeeee. That's what passengers will be squealing as they will leap from a 60-foot-high platform and glide 800 feet down one of four lines at speeds of up to 40 km/h to a 14-foot-high landing near the performance stage

www.fremontstreetflightline.com

Parabounce Vegas- Ever wanted to bounce around in a **giant helium balloon**? Well at the end of 2011 you'll be able to feel like Willie Wonka and do just that as Las Vegas welcomes the *world's first indoor ballooning attraction*. An air-inflated, 100,000 square foot "bubble style" dome where up to 20 flyers can **simultaneously float, soar and bounce in individual, 22-foot Parabounce helium balloons**. Construction of the facility, on a location site adjacent to the Strip, is expected to commence in May 2011, and be completed by the end of the year so stay tuned!

www.parabounce.com

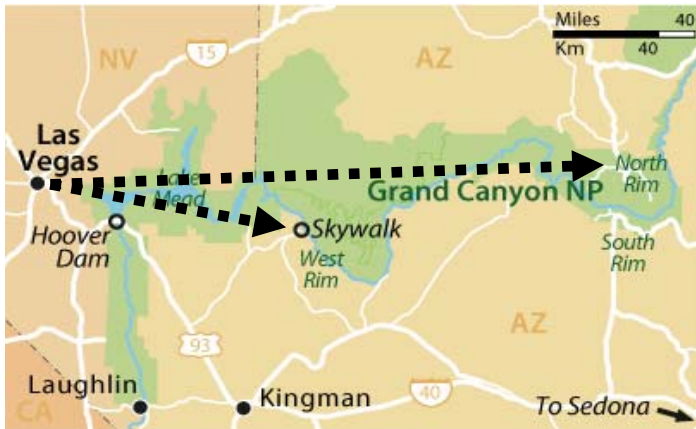


Beyond Las Vegas and into the desert:



The desert around Las Vegas offers tonnes of great opportunities for ***hiking, horseback riding, western style shootouts, mountain biking and more.*** Popular spots include the *Grand Canyon, Hoover Dam, Red Rock Canyon, Eldorado Canyon and Lake Mead*. Take a swing through the desert on **Bootleg Canyon's Flightline flying fox** located 45 minutes from the Strip. Using a series of suspended cables and sitting in a paragliding harness, Flightline will have you zipping along at **over 80km/h while you take in the beautiful, natural views of Boulder City**

www.bcflightlines.com).



Don't forget one of the natural wonders of the world - the **Grand Canyon**. Here the options are endless depending on your groups' budget and time frame. There are 3 main ways of getting to the Canyon- **Bus, Plane and Helicopter**.

There are 2 main parts of the Canyon- The West and South Rim.

The **West Rim** features **Skywalk** (a horseshoe shaped glass-

bottomed structure which juts out in the Grand Canyon over the Colorado River), by bus it would take around 3 hours one-way or 3 hours round trip in an helicopter.



The **South Rim** is approximately 6 hours door to door in a helicopter. This Rim features an abundance of natural wildlife, the Grand Canyon National Park and beautiful sunsets. **Papillon** offers a broad range of tours (www.papillon.com) as do **Maverick Helicopters** (www.maverickhelicopter.com). **Pink Jeep Tours** offer tours around the National Parks and surrounding Canyons (www.pinkjeptours.com).



For the more adventurous types you can **Kayak near in the Grand Canyon** and at the base of Hoover Dam to take in the breathtaking views. Ahhh...feel the serenity. (www.kayaklasvegas.com)

Pool Parties

In the hotter months from **March to October** Las Vegas offers some of the best, **lavish pool side options** which are perfect for bucks parties, group activities and incentive programs. Don't miss Encore Beach Club, Rehab Sunday's at the Hard Rock Hotel, Wet Republic and Nikki Beach at Tropicana. To search for ultimate pool venues follow this link or ask us- the experts! <http://www.visitlasvegas.com/vegas/play/attractions/>



Nightclubs

Las Vegas offers many perfect nightspots for **private receptions, cocktail functions and special events**. Visit our website and ask us for special VIP venues and contact details.

<http://visitlasvegas.com.au/entertainment/nightlife.aspx>

Spouse Activities

The luckiest people in Las Vegas may be those who get to come along while their significant others are in meetings all day. Here are a few ways to keep them entertained.

Amusement Rides: Especially for spouses who've got kids to entertain, Las Vegas has multiple mini amusement parks, including the mind-blowing thrill rides on top of the Stratosphere (www.stratospherehotel.com), the Rollercoaster at New York-New York (www.nynyhotelcasino.com) and for the kids, Adventuredome at Circus Circus (www.circuscircus.com)



Culinary Classes: Tuscany Kitchen, at Bellagio (www.bellagio.com), is an exhibition kitchen that can be used for cooking classes and wine pairings, as well as receptions, formal dinners, tastings and team-building activities.



Groups can also have a hands-on experience at a **one-of-a-kind pastry school** where you can work alongside a world champion pastry chef to create colorful, edible, life-size pastry or chocolate art. www.theschoolofpastrydesign.com



Team-Building Activities



A trip to Las Vegas is usually a bonding experience no matter what, but planners can put together special activities to bring groups closer together than ever.

Scavenger Hunts: Various operators can help set up scavenger hunts around Las Vegas. (<http://www.scavenger-hunt-idea.com/las-vegas-scavenger-hunt.html>) Some, such as those available from Mystery Adventures (www.mysteryadventureslasvegas.com), include elaborate mysteries, while others, e.g. from Dr. Clue (www.drclue.com), are more explicitly focused on team building.

Need something **quirky to entertain your group**. How about turning a hotel suite into a private casino as an ice-breaker activity? Hiring a **photo booth, Oxygen Bar or Rock-climbing wall?** Head to Amusement Game Rentals to make your event extra special www.amusementgamerentals.com



Race Car Driving: If your group is looking for something to kick start their adrenaline check out the Richard Petty Driving School located 20 minutes from the Strip where you drive and ride-along in a NASCAR-style race car complete with Schumacher apparel. (www.1800bepetty.com)



Pole Position Raceway offer fun group indoor go-karting experiences (www.polepositionraceway.com/vegas/). If exotic cars tickle your fancy you can try Supercar Life (<http://www.supercarlife.com/>) which puts guests in the driver's seat of exotic cars, picture a Ferrari F430, Lamborghini Gallardo, Aston Martin DB9- Your group will be able to drive the cars at speeds they were designed for on the Las Vegas Speedway.

Shows & Entertainment

With a reputation as a **showbiz mecca**, cemented by the likes of the Rat Pack and Elvis, modern Las Vegas offers a plethora of entertainment options including **Celine Dion, Cirque du Soleil, top-notch impersonators, rock concerts, cabaret, magic shows, world-class sporting events** and touring headliners.

To search for shows during your event dates visit our website:

<http://visitlasvegas.com.au/entertainment/shows-and-events>



* Due to the overwhelming popularity it is highly recommended that you **book your groups in advance** as they often sell out.



The Colosseum: No matter what night of the week you'll find a headliner playing at the Colosseum at Caesars Palace like the Divine Miss M- Bette Midler, Cher, Celine Dion and Jerry Seinfeld (www.caesarspalace.com).

Cirque du Soleil: Cirque has **7 permanent and exclusive shows** along the Las Vegas Strip that will be sure to impress your group, these include- **Love, O, Zumanity, Criss Angel Believe, KA, Mystere and Viva Elvis at Aria Resort & Casino**. The newest to open at the end of 2011 is a tribute to Michael Jackson and rumored to open at Mandalay Bay.



Cirque Du Soliel Group Sales (12 or more tickets purchased with one payment for a single performance)

(+1-702-352-0197) phone

(+1-702-352-0235) fax

Email: FIT.sales@cirquedusoleil.com

Web: <http://promo-www.cirquedusoleil.com/las-vegas/home.html>



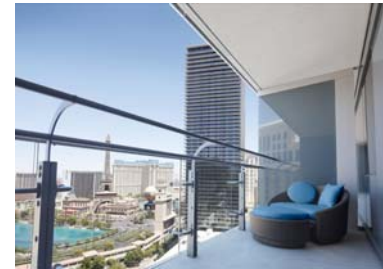
Jubilee- For a traditional **showgirl extravaganza** we recommend Jubilee at Bally's Las Vegas. Jubilee! is the larger-than-life production extravaganza that's dazzled crowds like no other for **25 years**. See the Titanic sink right on stage and be amazed by the bling and specialty performers. Groups can also do **backstage tours of the show** where you'll be taken around by a real showgirl who will give a personal behind-the-scenes sneak peek of this glamorous profession. (www.ballyslasvegas.com)

New Properties Here are some of the newer properties adding more lights and glamour to the famous Las Vegas skyline.



The Cosmopolitan of Las Vegas:

Opened in December 2010 and located in the heart of the Strip just opposite Planet Hollywood The Cosmopolitan features a broad range of guestrooms with *residential-style feel*, including kitchenettes and **one-of-a-kind private terraces with exclusive views of the Las Vegas skyline** plus 3 unique pool districts that each overlook The Strip, Hand-selected shopping boutiques and nightclubs from around the globe and one-of-a-kind semi-private gaming cabanas.



CityCenter: MGM Resorts International invested a gargantuan US \$9.2 billion into the CityCenter project which opened in December 2009. This development located in the heart of the Las Vegas Strip features **Aria Resort & Casino, Vdara Hotel & Spa, Crystals; a retail and entertainment district, Mandarin Oriental Las Vegas and Veer Residential Towers** (www.citycenter.com)

Encore: The little sister of Wynn Las Vegas opened in December 2008; it has 11 retail outlets, seven bars and lounges, five restaurants, XS nightclub, the million dollar Encore Beach Club and an opulent spa and salon, as well as 60,000 sq. ft. of meeting space (www.encorelasvegas.com).

Palms Place: Located adjacent to Palms Hotel & Casino and **connected by an air bridge** this hotel features 599 studio, **one-bedroom and penthouse suites** provides every convenience imaginable with breathtaking views of the Las Vegas Strip and impressive Spring Mountains. (<http://www.palmsplace.com/>)



Soothing Spas

Las Vegas is becoming known for its “destination spas,” with **more than 45 luxury spas** offered as amenities inside its famed resorts; these little oases are great for spouse (or employee) getaways or incentive **rewards to relax, refresh and regroup.**

The Spa at Mandarin Oriental, The 1930s Shanghai-inspired spa reflects the glamour and fusion from that era. This two-level relaxation haven features a menu based on Eastern methodologies with Western applications. The Spa offers 17 treatment rooms, including seven Couple’s Suites, multiple relaxation and water experiences, a Rhassoul for women and a co-ed Hammam (<http://www.mandarinoriental.com/lasvegas/>)



Four Seasons Las Vegas: The Four Seasons Las Vegas is an oasis unto itself, located atop the Mandalay Bay. The spa has relaxation rooms, eucalyptus steam rooms and a Zen lounge, as well as elaborate treatments like the “Vitality of the Glaciers” facial (www.fourseasons.com).

Qua Baths and Spa: Located in Caesars Palace, this Roman-style spa has **no fewer than 51 treatment rooms** that use natural light, stone flooring, dark woods and cascading waterfalls to enhance “Roman Rituals” that might use an ultra-heated room or an Arctic Ice Room with falling snow (www.caesarspalace.com).



Visit our website to **search for Las Vegas Spas:**
<http://visitlasvegas.com.au/entertainment/spas.aspx>

Meeting Spaces



Aria Resort & Casino: Natural light illuminates all three levels of Aria's 300,000 sq. ft convention and meeting facility for 10 to 5000 people.

(<http://www.ariasvegas.com/meetings/>)

Caesars Palace: With 3,348 rooms and 240,000 sq. ft. of meeting space, Caesars remains a stalwart on the center Strip, with 110,000 sq. ft. of brand that's now available. Entertainment and dining options include Pure Nightclub, Guy Savoy, the Forum Shops and more (www.caesarspalace.com).

Encore & Wynn: Encore has 2,034 suites, a luxury spa, multiple nightclubs (XS, Blush and Tryst), *Le Rêve*, magician Danny Gans and countless spaces for group events, including 60,000 sq. ft. of meeting space, in addition to Wynn's 200,000 sq. ft. (www.encorelasvegas.com).



Las Vegas Meetings by Caesars Entertainment provides a single point of contact for planning meetings in eight major properties at the heart of The Strip (or nearby): **Bally's, Caesars Palace, Flamingo, Harrah's, Imperial Palace, Paris, Rio and Planet Hollywood.** Unlike other properties, you can plan events and meetings across these venues and everything goes on a single contract with a single support team (<http://www.caesars.com/groups-meetings/las-vegas/>).



MGM Grand: The **largest hotel in Las Vegas with 5,044 rooms**, the MGM Grand has 57 meeting rooms and 593,000 sq. ft. of meeting space, plus numerous nightclubs, restaurants and *Ka*, a Cirque show, as well as **51 two-story "Skylofts,"** among the best VIP suites in town (www.mgmgrand.com).

New York, New York: This MGM-Mirage owned property recently redesigned and expanded more than 21,000 sq. ft. of meeting space, the hotel also features the **on-site roller coaster** and is home to the Cirque Du Soleil show *Zumanity* (www.nynyhotelcasino.com).



Palms Casino & Resort: Located off the Las Vegas Strip, this self-contained party hotel has hip nightclubs (including Ghostbar and Moon), signature Fantasy Suites from \$15K per night featuring the 'KingPin Room' equip with a bowling lanes, Hugh Heffner suite and the deluxe 'Exotic Suites'. At Palms you'll also find a recording studio, a 2,500-seat concert theater and the **world's only Playboy Club**. All that, and 60,000 sq. ft. of meeting space and the new Palms Place, a standalone tower (www.palms.com).

Stratosphere: The famous tower has 2,444 guest rooms and 100 suites. Located in the 103rd and 104th floors, there is also **8,100 sq. ft. of meeting space** with amazing views; the rotating Top of the World Restaurant and sky-high thrill rides will be sure to give your group a rush. (www.stratospherehotel.com).



MGM Resorts International: With **11 Las Vegas properties under their belt** (Aria, Bellagio, Vdara, MGM Grand, Mandalay Bay, The Mirage, Monte Carlo, New York New York, Luxor, Excalibur & Circus Circus) you can visit their event website to help your planning with their **full-service event production team**. www.mgmresortsevents.com



A helping hand...

We offer a free service where we can send a **Lead Bulletin to the Las Vegas hotel community** documenting all your groups' needs including **rooms, F&B requirements and conference space** to ensure you get the right information and speak to the right people in a timely manner for proposals and bookings. Just contact us and we'll help you get the ball rolling.

For additional information please don't hesitate to contact us because we're here to help!

- E-mail: lasvegas@marketingspirit.com.au • Web: www.VisitLasVegas.com.au & www.VisitLasVegas.co.nz

Las Vegas Meeting Planners Website

www.VegasMeansBusiness.com