

# TRAVEL AGE

## EXPLORING TRAVEL FAVORITES AND FRONTIERS

# WEST

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## Best Vegas Attractions Combines Resources

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Among Papillon Airways offerings are Grand Canyon tours by helicopter

Cooperation versus competition: that is the new mantra for a group of Las Vegas-based tourist attractions banding together to form Best Vegas Attractions, a consortium of attractions that have banded together to offer incredible, discounted values.

Currently included in the group:

*"BODIES...The Exhibition"*: Showing at Luxor Hotel and Casino, this exhibition features actual human specimens and allows people of all ages access to sights and knowledge normally reserved for medical professionals.

*Fashion Outlets of Las Vegas*: Located 36 miles south of Las Vegas in Primm, Nev., the outlets feature more than 100 stores with up to 75 percent off designer fashions.

*Hard Rock Café*: This summer, expect Las Vegas' second Hard Rock Café location. The new café will feature an extensive retail shop, a "LIVE" venue, private function and meeting rooms and a grand cafe restaurant with patio dining and entertainment overlooking the Strip. The (original) Paradise location will keep on "rockin' away" with Hard Rock Café's classic dining and retail items.

*Las Vegas Monorail*: The Las Vegas Monorail is a quick and convenient connection to the Las Vegas Strip, linking riders to the city's world-class restaurants, shows, shops, clubs, hotels and casinos. In just 15 minutes, Monorail riders can travel from one end of the Strip to the

other in a clean, climate-controlled environment – without the hassles of traffic or wasted time. The Monorail's electric, zero-emissions trains arrive every few minutes at each of the seven stations: MGM Grand; Bally's/Paris Las Vegas; Flamingo/Caesars Palace; Harrah's/Imperial Palace; Las Vegas Convention Center; Las Vegas Hilton and Sahara.

*Madame Tussauds Las Vegas:* Located in front of the Venetian Resort Hotel Casino, Madame Tussauds Las Vegas offers guests the unique opportunity to 'interact' with incredibly life-like iconic figures from the celebrity worlds of film, TV, music, sports and politics. Guests can 'grab hold' of their favorite stars with our many interactive experiences. With more than 100 wax figures, guests can take pictures, touch and get up close and personal in a themed setting. The attraction is open 365 days a year starting at 10 a.m.

*Papillon Airways, Inc.:* Papillon Airways, Inc and Grand Canyon Airlines/Scenic Airlines since are the largest "flightseeing" companies in the world, with nearly 70 state-of-the-art helicopters and airplanes, specifically designed to reveal the area's amazing panoramic views. The only companies that fly the entire Grand Canyon including the South and West rims, the companies also offer tours of Las Vegas, Page/Lake Powell and Monument Valley. Tours afford maximum flight time, enabling guests to fully discover Grand Canyon's great wilderness and scenic attractions.

*Titanic: The Artifact Exhibition:* Featuring more than 300 artifacts, as well as breathtaking replicas from the famous ship, the Titanic exhibit truly brings history to life inside Luxor Hotel and Casino.

"We were all going after the same consumers, practically tripping over one another to secure business. We are like-minded businesspeople and had all thought at one point or another, 'there has to be a better way to do this.' Ultimately, we realized we are stronger together," says Robert Graff, vice president of marketing, Papillon Airways, Inc. "This partnership provides us with a platform to implement marketing, advertising, databases and sales strategies in an impactful and cost-effective way, expanding our reach beyond what we could accomplish as individual companies. Through this consortium, we are targeting customers through wholesale and tour operators, travel agents, airline partners, concierges and many more."

The group developed rack cards discount and referral booklets, all branded as Best Vegas Attractions. The referral program officially began in May 2009 and provides cash incentives to concierges and front desk representatives' and discounts to visitors. More than 40,000

booklets are being distributed to more than 113 resorts. To incentivize both visitors and tour and travel representatives, the program is designed to save visitors up to \$500 and concierge and front desk representatives to receive up to \$100 per booklet in cash-back incentives.

Consumers who patronize participating attractions will save anywhere from 15 to 50 percent off the regular prices.

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