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**BEST VEGAS ATTRACTIONS ANNOUNCES  
NEW MEMBERS, MILESTONES, MOMENTUM**

*Best Vegas Attractions Enables Visitors to Save Money;  
Concierge and Travel Agents Make Commission; Members See Jump in Sales*

**LAS VEGAS (Sept. 2009)** – In just 90 days since officially launching, Best Vegas Attractions (BVA) estimates more than 2.5 million visitors have been given the opportunity to save more money than ever before yet still enjoy all the destination has to offer. Because momentum is building, queries from competitors have poured in. As a result, new members have joined the consortium including:

- [\*Black Canyon Adventures\*](#): Experienced and knowledgeable guides lead a popular scenic raft trip through a remote Colorado River canyon, interpreting the history and geology of the unique riparian area just below world-famous Hoover Dam. Highlights include a dramatic launch from the base of Hoover Dam AND getting an up-close view of the Hoover Dam Bypass Bridge while it is under construction—truly an engineering marvel in and of itself. Find special offers at [www.blackcanyonadventures.com](http://www.blackcanyonadventures.com)
- [\*Dinner in the Sky\*](#): Offers a fun, high-flying way to experience fine dining in an exhilarating setting that offers unparalleled views of the Las Vegas Skyline. Dinner in the Sky is hosted on a table suspended at a height of 160 to 180 feet by a team of professionals and may accommodate 22 people around the table at every session with three staff in the middle: chef, waiter and entertainer.

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- [\*Fashion Show Mall\*](#): Department stores include Neiman Marcus, Saks Fifth Avenue, Nordstrom, Macy's, Bloomingdales and Dillards and more than 200 specialty retailers and restaurants, making it one of the largest shopping destinations on the Strip and one of the largest shopping centers in the United States. Additionally, each weekend, hourly runway shows feature the latest trends Fashion Show retailers on our modern stage and runway from 12 p.m. until 6 p.m. Friday, Saturday and Sunday.
- [\*Forever Resorts\*](#): Rents luxury houseboats on Lakes Mead or Mohave plus varied watercraft including fishing/speed boats, pontoons, kayaks or Jet Skis. Four convenient full-service marinas are located in the Lake Mead National Recreation Area: Callville Bay and Temple Bar/Lake Mead, or Cottonwood Cove and Willow Beach/Lake Mohave. Black Canyon Adventures and the Forever Resorts marinas are all within easy driving distance from Las Vegas.
- [\*Grand Canyon Railway\*](#): Founded in 1901, the attraction enables guests to experience the Grand Canyon historic journey via streamliner-era trains. The train departs from the Route 66 town of Williams, Ariz., approximately 65 miles south of the Grand Canyon.
- [\*Pampas Brazilian Steakhouse & Grille\*](#): Located in the striking Miracle Mile shops at Planet Hollywood Resort, Pampas offers a warm, inviting and interactive dining experience that makes it a must-visit for guests and locals alike. Pampas reflects the tradition of the nomadic cowboys who roamed the Brazilian Pampas, a massive region of fertile grasslands in South America and is a modern emporium reflecting this traditional style of food preparation, showcasing the richness of the land and the camaraderie that develops over a shared meal.
- [\*SkyDive Las Vegas\*](#): Offering state of the art parachute equipment with instructors who have thousands of jumps under their belts, each is licensed by the United States Parachute Association. Catch one of their free shuttles from the Las Vegas Strip to the Skydive Las Vegas hanger, where visitors are trained and outfitted for the jump. Fly to 15,000 feet in Skydive Las Vegas' PAC 750XL. During the airplane ride and skydive see: Lake Mead, Hoover Dam; Valley of Fire; Colorado River; Lake Mohave; Red Rock Canyon; Mt. Charleston and the entire Las Vegas Strip. Then freefall at 120 to 130 mph (180 kph) for about 60 seconds. After the parachute opens, guests have a five to seven minute parachute ride where instructors steer the parachute to the ground for a nice soft landing.
- [\*A Special Memory\*](#): The chapel prides itself on being one of the only fully self sufficient wedding chapels in Las Vegas. From the free-standing structure to their fleet of limousines, A Special Memory stands apart from the rest. Couples can choose from two beautiful chapels, from the traditional to the brand new garden-style Candlelight Chapel. They also offer the garden gazebo for small outdoor weddings, along with their world-famous drive-up wedding window.

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- [Walters Golf](#): As fellow golfers, they are committed to providing "guests" with the things that are important to golfers: an enjoyable pace of play, excellent course conditions and superior customer service. Walters Golf is the leading golf company in Las Vegas and owns and operates three of the city's most unique, renowned and challenging courses: Bali Hai Golf Club; Desert Pines Golf Club and Royal Links Golf Club as well as the award winning Cili restaurant.

Current members include "BODIES...The Exhibition"; Fashion Outlets of Las Vegas; Hard Rock Cafe; Las Vegas Monorail; Madame Tussauds Las Vegas; Papillon Airways, Inc. and "Titanic: The Artifact Exhibition."

Rather than be cutthroat competitors, a group of popular Las Vegas attractions have banded together, mixing databases, marketing dollars and resources to form Best Vegas Attractions.

"We're like-minded businesspeople. We're one another sales teams and cross-promote. To make it all work and cooperate, we just have one golden rule: no politics," says Robert Graff, vice president of marketing, Papillon Airways, Inc. and founding member. "We move fast and make decisions and in today's business climate, we must keep moving forward."

For consumers, Best Vegas Attractions makes travel decisions easier than ever before with incredibly discounted values. For businesses, the groundbreaking consortium is setting new rules for conducting business in the tourism industry and for many members, it is paying off.

"Since we joined, we know more than 4,000 new customers have come to our attraction because we are an active member of Best Vegas Attractions," says Jacinta Jose, director of marketing, Madame Tussauds at The Venetian.

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. To incentivize both visitors and tour and travel representatives, the program saves 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 with these exclusive offers.

"This has been a successful partnership, making it our top marketing program for return on investment for 2009. We average 100 new and unique visitors each month based on the BVA concierge booklet and another 45 unique visitors off rack cards found throughout Las Vegas," concludes Peter Lin, senior sales and marketing manager, Hard Rock Cafe Las Vegas Region.

## **ABOUT BEST VEGAS ATTRACTIONS**

[Best Vegas Attractions](#) (BVA) is a collaborative partnership among several Las Vegas visitor attractions, developed to increase awareness about the organization that will ultimately drive leisure and convention business to participating attractions. BVA's objective: provide value-added opportunities for travelers and visitors through special offers and values. By partnering on marketing, public relations and advertising efforts that include strategic branding, Web site production, collateral production and distribution, BVA attractions combine resources on activities at a fraction of the cost, which saves their respective companies time and money. Currently included in the group (in alphabetical order):

- *“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 Cafe*: Las Vegas' second Hard Rock Cafe location is now open. The new café features 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 keeps on “rockin’ away” with Hard Rock Cafe’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 safe, clean and 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.*: Founded in 1965, Papillon Airways, Inc. (French for “butterfly”) and Grand Canyon Airlines/Scenic Airlines since 1929 are the largest “flightseeing” companies in the world, with nearly 70 state-of-the-art helicopters and airplanes, specifically designed to reveal panoramic views beyond imagination. The Halvorson family recently acquired Kenai Helicopters (now known as Grand Canyon Helicopters), Grand Canyon Airlines, Grand Canyon Coaches and Scenic Airlines. These companies are the only companies that fly the entire Grand Canyon including the South and West rims, in addition to 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. During busy months, the Halvorson companies fly more than 3,500 passengers daily.
- *“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.

For more information, go to [www.bestvegasattractions.com](http://www.bestvegasattractions.com).

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