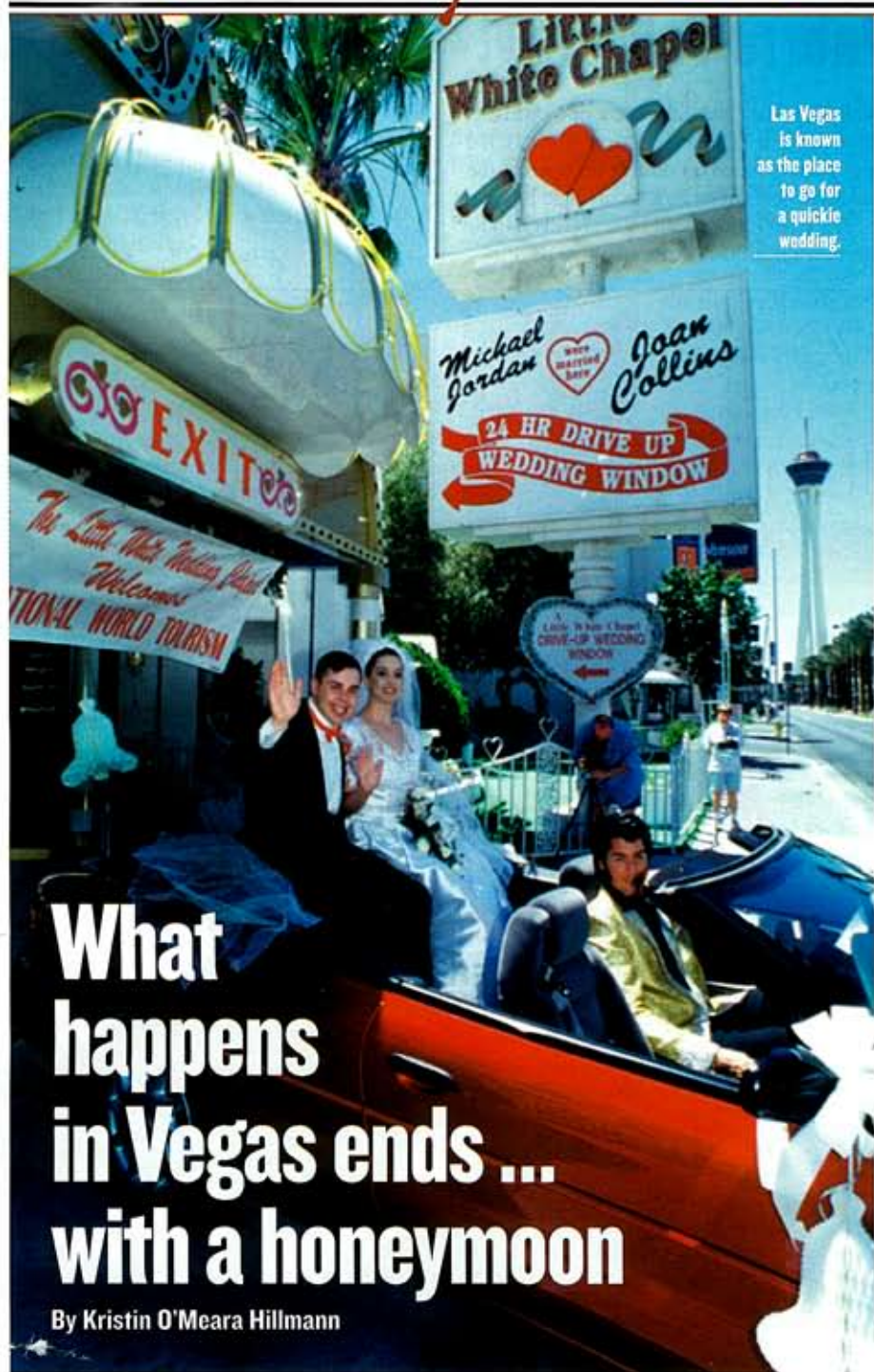


honeymoon vacations



Las Vegas is known as the place to go for a quickie wedding.

What happens in Vegas ends ... with a honeymoon

By Kristin O'Meara Hillmann

LAS VEGAS — You may think of Las Vegas as the place to go for a quickie wedding by an Elvis impersonator, but according to the Las Vegas Convention and Visitors Authority (LVCVA), it's an excellent choice for honeymooners who seek an action-packed affair to remember.

With some 128,000 marriage licenses issued in 2004 by Clark County, where Las Vegas is located, officials say it stands to reason that many couples choose to stay on after their weddings for a honeymoon, while others fly in after they tie the knot for a Vegas-style honeymoon.

According to an LVCVA spokeswoman, Las Vegas routinely ranks at the top of various bridal publication lists as a superlative honeymoon destination.

Most recently, the city ranked No. 9 among the top 10 honeymoon destinations worldwide in *Bride's* magazine's annual survey of retailers.

The data on honeymooners is admittedly slim, according to LVCVA officials.

In 2004, approximately 3% of Las Vegas visitors attributed their stay to attending or being in a wedding, the LVCVA spokeswoman said, but specific breakout figures for honeymooners just don't exist.

"The LVCVA doesn't have a targeted honeymoon marketing program per se, but we know the amenities that attract all visitors here — luxury resorts, fine dining, pleasant weather, exciting nightlife and entertainment, golf, spas, shopping — are the same things that attract honeymooners and couples looking for a destination wedding or honeymoon location.

Las Vegas' appeal as a romantic destination figures largely in a broad-based advertising campaign by the Visitors Author-

ity. It targets a wide range of lifestyle magazines, the spokeswoman said, appearing in publications like *People* and *Condé Nast Traveler*.

"Weddings and bachelor parties have figured into three of our 'What Happens Here, Stays Here' television spots," she said.

The spokeswoman added that the destination works to get word out to editors and writers about Las Vegas' appeal as a wedding destination.

Public relations efforts specifically center on Valentine's Day, which is an opportune time to highlight Las Vegas' romantic appeal, she said.

"You can go on the perfect date here 100 times over, from a trip up the Eiffel Tower to a gondola ride at the Venetian, from a romantic dinner at a restaurant high above the Strip with a spectacular view to a sunrise helicopter ride to the Grand Canyon for a champagne breakfast."

Hoteliers also

push their own product to potential honeymooners by attending bridal trade shows and consumer travel shows.

While there's no major one-stop shop within Vegas for honeymooners in search of a Vegas experience, Las Vegas hotel properties and wedding chapels do offer myriad wedding plans.

"Specific honeymoon packages aren't as evident," she said, adding that hoteliers' thinking may be that "you're in Las Vegas, the honeymoon will take care of itself."

Las Vegas ranked among the top 10 honeymoon destinations in *Bride's* magazine's retailer survey.

Packages couple romantic dinners, outdoor fun

LAS VEGAS — The following is a sampling of the latest of offerings by properties and suppliers who cater to honeymooners.

- Hyatt Regency Lake Las Vegas Resort, Spa and Casino's Romance Package includes a two-night deluxe room; long-stemmed rose turndown service; chilled champagne and chocolate-covered strawberries; a one-hour couple's massage at Spa Moulay with advance reservation; a lake-side dinner for two at Japengo, with advance reservations; and an in-room breakfast for two. Starts at \$599, double, through Sept. 11 and from Nov. 21 to Jan. 8.

Alcoholic beverages are not included in either meal service. The plan costs \$699 from Sept. 12 through Nov. 20.

Call (800) 55-HYATT, (702) 567-1234, or visit www.lake-lasvegas.hyatt.com.

- The JW Marriott Las Vegas Resort, Spa & Golf offers a Romantic Honeymoon package that targets couples who want the Las Vegas experience as well as a break from the city's hustle and bustle. The resort is located about 15 minutes by car from the Strip in the Summerlin master-planned community.

This two-night minimum package includes overnight accommodations in a suite with a Jacuzzi tub and rain-drip showers. Couples can choose a sunrise hot-air balloon ride, weather permitting, or a sunset dinner. The package also covers a horseback ride that explores Red Rock Canyon and a 50-minute couple's massage at the Aquae Sulis Spa.

The package is priced at \$599 per night, per couple, available through Dec. 29, subject to availability. It must be booked by calling the Resort Reservations Coordinator directly at (702) 869-7773.

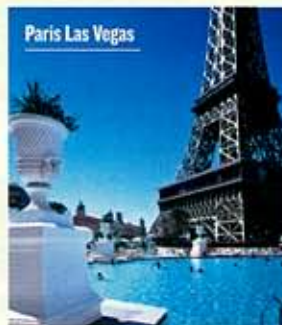
- Paris Las Vegas' Romance Package includes a two-night stay in a deluxe room and a dinner for two at the property's Le Provencal restaurant, with a serenade.

On return from dinner, couples will be greeted with a split of champagne and rose petals. Breakfast in bed on one morning, spa admission and a ride to the top of the Eiffel Tower are also included in the cost, which starts at \$449 on Sundays through Thursdays or \$549 for Fridays

and Saturdays. The package is offered year-round on a space-available basis.

Call 888-BON-JOUR/(888)-266-5687 or visit www.caesars.com/paris/lasvegas/.

- Striker VIP Las Vegas, a VIP-hosting business based in Las Vegas, builds customized activities packages for upscale clients and offers a completely modifiable program called Romance - Las Vegas Style, at a base cost of \$500.



The plan includes a limo ride down the Strip — in an exotic car, if requested; a helicopter ride over the Strip before or after dinner or on another day within the trip; dinner for two, with view, at a choice of five city restaurants.

Also included are show tickets to any one of the major productions in town.

A spokesman for Striker said the firm has access to the first 12 rows of any show, sold out or not.

The company pays 10% commission on any reservation with more than \$100 in revenue or will offer net rates to retailers.

Call (702) 895-8426 or visit www.strikervip.com.