

# Hilton's History in Las Vegas

Hilton

Hilton hotels have offered a unique setting to capture some of the world's most memorable moments in entertainment, film, and pop culture for more than 100 years. In Las Vegas, Hilton holds an especially storied past, with the original Las Vegas Hilton revered among the city's most iconic hotels. Over the years, Hilton helped set the stage for the Las Vegas hospitality industry and establish the city as the top-tier global travel destination it remains today.



## HILTON BETS BIG ON LAS VEGAS

**Dating back to 1970**, Hilton was the first New York Stock Exchange-listed company to enter the domestic gaming business. Its purchase of the International Leisure Company, owner of the International Hotel and the Flamingo Hotel and Casino, helped to legitimize Las Vegas as a prime destination for leisure and business travel.



Hilton rebranded the International Hotel and the Flamingo Hotel and Casino as the Las Vegas Hilton and the Flamingo Hilton.

## LARGER-THAN-LIFE ENTERTAINMENT...

**The Las Vegas Hilton quickly became known for featuring superstar performers.** With the ability to accommodate large audiences in the hotel's expansive ballrooms, coupled with the hotel's Imperial Suite which was reserved for entertainers and stars, the property was an ideal venue for some of the world's most notable entertainers.

### The list of Las Vegas Hilton performers includes:

- ◆ Elvis Presley
- ◆ Liberace
- ◆ Barbra Streisand
- ◆ Chuck Berry
- ◆ B.B. King
- ◆ Duke Ellington
- ◆ Louis Prima
- ◆ Tony Bennett
- ◆ Ann-Margret
- ◆ Kenny Rogers
- ◆ Shirley Bassey
- ◆ Diahann Carroll
- ◆ Johnny Cash
- ◆ Barry Manilow
- ◆ Wayne Newton
- ◆ Reba McEntire



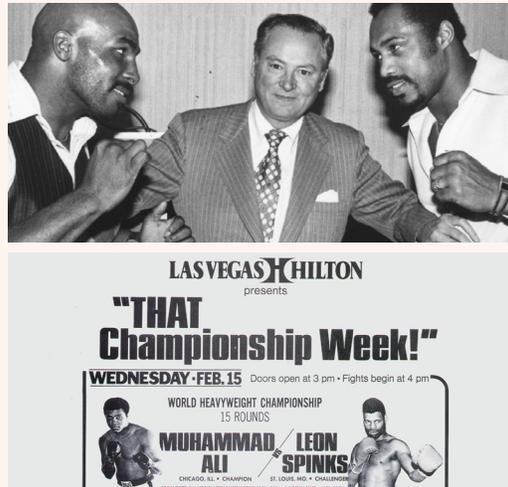
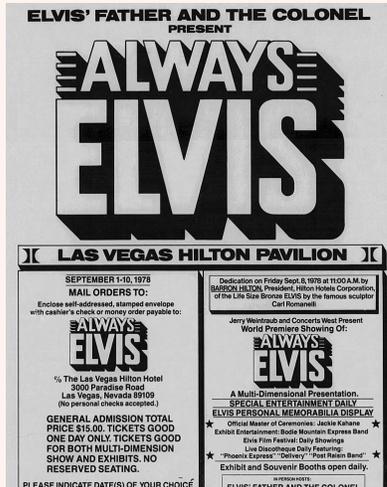
**Hilton was the first hospitality company to have a “residency”** for its performers with the Las Vegas Hilton.

In addition to the many legendary acts like Elvis that performed at the Las Vegas Hilton, Liberace performed regularly at the property throughout the 1970s. **His debut performance in 1972 was one to remember** as he appeared on stage in a Rolls Royce Phantom V limousine and an evening coat adorned in diamonds, which for the time, was one way to make a memorable entrance!

**Elvis Presley performed more than 600 sold-out shows** at the hotel from July 1969 through December 1976.

**The Las Vegas Hilton hosted TV programs** such as *Let’s Make a Deal*, *Jeopardy*, and *Wheel of Fortune*. It was the setting for the Nashville Network’s short-lived variety series, *The Oak Ridge Boys Live From Las Vegas*, as well as the broadcast site for the previous Annual Daytime Emmy Awards.

**In 1978, the Las Vegas Hilton Pavilion was the site of a major upset in the boxing world** when Leon Spinks bests then-world champion, Muhammad Ali. Other big-name boxers such as Michael Spinks and Sugar Ray Leonard also had bouts at the Las Vegas Hilton.



**FOR A LARGER-THAN-LIFE HOTEL...**

In 1981, Hilton Las Vegas becomes the largest hotel in the world in terms of rooms available for booking.



**PLAYING A STARRING ROLE, FROM MUSICALS TO MOVIES...**

In 1993, the Hilton ballroom is transformed into the stage for Andrew Lloyd Webber’s *Starlight Express* musical about a train set coming to life.

In 1998, the *Star Trek: The Experience*-themed attraction opens at the Las Vegas Hilton, entertaining Trekkies for a decade.

