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**FASHION SHOW AND GRAND CANAL SHOPPES AT THE VENETIAN | THE PALAZZO LAS VEGAS  
AT THE FOREFRONT OF KEY GLOBAL TOURISM INITIATIVES**

**LAS VEGAS, NV (May 2015)** – Two of Las Vegas’ most renowned shopping destinations on the famed Las Vegas Strip, Fashion Show and Grand Canal Shoppes The Venetian | The Palazzo, welcome millions of visitors from around the world annually. These retail meccas recognize the importance of domestic and international visitors and have dedicated significant efforts to market themselves globally to the travel industry, capitalizing on international visitors, as well as Las Vegas’ 41 million annual tourists who come to shop, dine and be entertained.

Fashion Show and Grand Canal Shoppes have a significant presence in-market through traditional advertising mediums in the airport, in-room visitor guides, taxi toppers and billboards throughout the city that have proved useful means to reinforce their presence. The centers have taken these programs one step further by creating pre-arrival awareness to domestic and international travel trade, media and consumers.

“Las Vegas is a unique market. It’s ever-changing and tourism is a key component to our growth,” stated Janet LaFevre, senior marketing manager for Fashion Show and Grand Canal Shoppes. “Last year alone, the tourism marketing team attended no fewer than 20 trade shows and sales missions in Europe, Latin America and Asia, as well as strategic events throughout the U.S. These relationship-building tactics have proved invaluable and a key reason these centers remain the premier locations in Las Vegas for shopping and dining.”

Reaching international markets is also critical. Chinese travelers have become extremely important to tourist destinations throughout the country, including Las Vegas. According to the Department of Commerce, Chinese travelers spend two to three times more per person than other international travelers – in excess of \$7,000 per person per trip to the U.S. In 2014, more than 2 million Chinese visited the U.S., and by 2016, that number is expected to double. By 2018, experts predict Chinese travelers will be America’s number one overseas visitor, spending \$20 billion on hotels, restaurants, attractions and shopping.

Both Fashion Show and Grand Canal Shoppes advertise regularly in luxury consumer publications in China, participate in digital guidebooks and promotions, manage an exclusive Las Vegas partnership through an integrated digital campaign with China UnionPay, the number one credit/debit card company in China with more than four billion cardholders throughout Asia, and have dedicated representation for marketing in Beijing and Shanghai which allows them to market inside a country where direct communication is blocked. Most recently, the centers landed a partnership with China’s largest online travel agency, CTrip, and its new Shopping Chic online program.

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In April, Las Vegas hosted more than 200 key travel industry guests at a prestigious travel trade event coined Active America China. The event, produced by North American Journeys, enabled more than 80 travel agents from China to meet for one-on-one business appointments with hotels, airlines, attractions and shopping centers from across the United States to learn more about the travel experiences that await Chinese travelers planning trips to the U.S. Fashion Show, Vegas' largest shopping destination, showcased the center's retailers and restaurants to the Chinese travel agents attending Active America China by hosting an impressive event for both top travel trade and suppliers. The event featured a runway fashion show courtesy of *Saks Fifth Avenue*, a private performance by *Human Nature*, signature cocktails and light bites from *The Capital Grille*, while showcasing the Fashion Show shopping experience unlike anything else in the world. The event was co-sponsored by the Las Vegas Convention & Visitors Authority (LVCVA) and sister property, Grand Canal Shoppes, and further illustrates one of the many ways these Las Vegas centers continue to position themselves above the tourism curve.

"Our tourism program continues to grow and evolve every year," stated LaFevre. "We currently have programs running in Australia, South Korea, Japan, Germany as well as a dozen others. Each year we increase our international marketing efforts to encourage more travelers to visit Las Vegas and to experience all that Fashion Show and Grand Canal Shoppes have to offer."

To help expand its reach, the centers depend on many of the hospitality industry's trade associations to assist with marketing/tourism opportunities. Fashion Show and Grand Canal Shoppes The Venetian | The Palazzo are partners in the Brand USA marketing initiative, which promotes travel to the U.S. throughout the world. The centers also work closely with the LVCVA in a number of ways to encourage travel to the destination.

Shop Las Vegas is a cooperative marketing consortium designed to position Las Vegas as a shopping destination alongside Los Angeles, New York and Miami. "With more than 11 million square feet of retail on the Strip, our research shows that shopping is consistently one of the top expenditures by travelers to Las Vegas," says Art Jimenez, senior director of leisure sales for LVCVA. "Fashion Show and Grand Canal Shoppes host a number of events and work with us on unique promotions with key travel companies, such as TravelZoo, Expedia and Tourico which sell packages for groups and leisure visitors to Las Vegas."

The centers also belong to the National Tour Association, Receptive Services Association and U.S. Travel Association, which produces a prestigious trade show, IPW (International Pow Wow) annually providing an opportunity to meet with leading tour operators and journalists from around the world who promote travel to the U.S. In 2014, more than 40 familiarization tours were held at the properties, which included unique and customized experiences.

*Fashion Show and the Grand Canal Shoppes at The Venetian | The Palazzo are owned and managed by General Growth Properties, Inc., an S&P 500 company focused exclusively on owning, managing, leasing, and redeveloping high quality retail properties throughout the United States. GGP is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP.*

*At nearly 2 million square feet, Fashion Show is the largest shopping destination on the Las Vegas Strip and one of the largest shopping centers in the USA. Anchored by Neiman Marcus, Saks Fifth Avenue, Macy's, Macy's Men's, Dillard's, Nordstrom and Forever 21, Fashion Show houses an eclectic mix of more than 250 stores and one-of-a-kind boutiques. Visit [www.thefashionshow.com](http://www.thefashionshow.com) for more information.*

*Located inside The Venetian | The Palazzo Resort-Hotel-Casino, the center boasts 160 specialty brands and world-class restaurants nestled around a charming and faithful reproduction of Venice's Grand Canal, complete with cobbled walkways, street side cafes and live entertainment. Signature brands including Nevada's only Barneys New York, Jimmy Choo, Diane von Furstenberg, Christian Louboutin, Island Company, Fendi, Jimmy Choo, Hervé Léger and Kate Spade New York create an unparalleled retail environment that includes a star-studded line-up of restaurants headed by famous celebrity chefs: Wolfgang Puck's CUT, Emeril Lagasse's Delmonico Steakhouse and Table 10, Mario Batali's OTTO Pizzeria, Buddy Valastro's Buddy V's and Carlo's Bakery, Daniel Boulud's db Brasserie and Gianpaolo Putzu's Canaletto. The center is also home to entertainment superstars, TAO Asian Bistro & Nightclub, and Lavo Italian Restaurant and Nightclub. For more information, visit [www.thegrandcanalshoppes.com](http://www.thegrandcanalshoppes.com)*