

Gansevoort Las Vegas to open in January

HOTEL CHECK-IN

Barbara Delollis

9:22a.m. EDT March 15, 2013



(Photo: Caesars Entertainment)

TAGS

Kim Kardashian

Travel and tourism

Kris Humphries Hollywood

Las Vegas Hotels

New York Luxury travel

Caesars Entertainment's betting that New York's splashy Gansevoort Hotel Group can work magic on the now-closed Las Vegas Strip institution, Bill's Gamblin' Hall.

The Old West-style casino hotel, which closed last month, will reopen in January as the Gansevoort Las Vegas, with rates starting at \$249 a night.

The building's currently in the midst of a \$185 million renovation that will transform the guest rooms, casino space, restaurants and public areas into stylish, upscale spaces.

"We wanted to bring a partner who had not just expertise, but a passion for creating something really unique," says Tariq Shaukat, Caesars

Entertainment's chief marketing officer.

Gambling not the No. 1 attraction anymore

Caesars Entertainment is reacting to a decade-old shift in Las Vegas. Instead of welcoming visitors who go mainly for gambling, Sin City's now drawing more people who are going for the hotels, nightlife, pool parties and restaurants.

The Gansevoort follows Caesars Entertainment's [recently opened Nobu Hotel](#), which also seeks to lure this new breed of Vegas tourist. And rivals are busy creating their own alternatives to traditional Vegas luxury. MGM, for example, is [converting a 64-story tower at Mandalay Bay](#) into a stylish Delano, while the old Sahara hotel-casino is being converted into a [chic, restaurant- and lounge-filled SLS property](#).

Shaukat praised Gansevoort's track record with luring well-heeled New Yorkers, creating exciting destinations and having success attracting "influencers and celebrities." In 2011, Kim Kardashian moved into the Gansevoort Park Avenue with her then-husband Kris Humphries and filmed a reality TV series.

The company runs two hotels in Manhattan and a third in Turks and Caicos.

Gansevoort: 65,000-square-foot rooftop club

The hotel will stand out on the Strip because it will have just 188 guest rooms, a fraction of its neighboring properties. The size will let Gansevoort provide guests with "a more personalized experience" than at other Strip properties, says Gansevoort founder Michael Achenbaum.

But the hotel won't lack for amenities, which will include a spa and a not-yet-named celebrity chef restaurant.

The Gansevoort's centerpiece, however, will be a new, 10th-story rooftop club that will have panoramic views of the Vegas Strip and the Bellagio's fountain show.

The 65,000-square-foot space will be open for partying day and night, with pools, cabanas and concert space, Achenbaum says. It will be run by nightlife mogul Victor Drai, who founded Las Vegas mega-clubs Tryst and XS and also operates the indoor/outdoor rooftop club at the W hotel in Hollywood.

"There's nothing else like it in Las Vegas," Achenbaum says, referring to the Gansevoort's future rooftop venue.

The hotel will have yet another nightlife venue in its basement. Drai's After Hours, which gets hopping at 4 a.m., will return to its former location in the hotel's basement, he says.

Though small, the property has a high-profile location. It sits across the street from Bally's, the Bellagio and Caesars Palace. It's also near Caesars Entertainment's Linq entertainment area, which is now under construction.

The Gansevoort hopes to appeal to people who like to gamble and those who don't. For guests who'd rather skip the slot machines and get settled right away in their hotel room, there will be a separate entrance.

"You go through big, wooden, dramatic doors, so you don't have to walk through a casino," he says. "It will be a private, exclusive experience."

Caesars Entertainment will honor its loyalty program, Total Rewards, at this new hotel, he says.