



THE VENETIAN THE PALAZZO SANDS EXPO

Presentation to the Southern Nevada Tourism Infrastructure Committee

October 2015

AGENDA

Overview

History

Operations

Community

Trend

Need

OVERVIEW

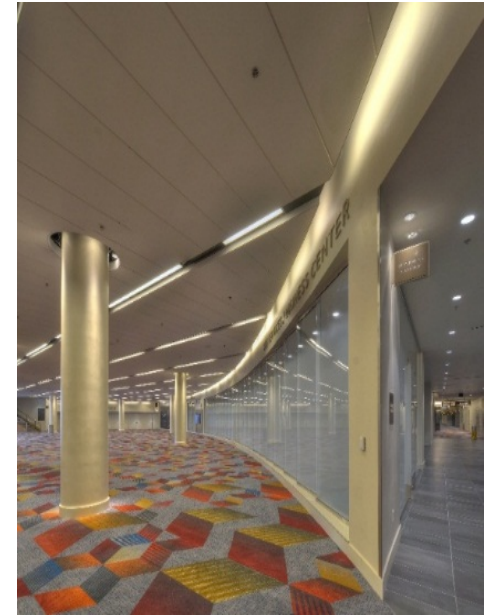
Las Vegas Sands Offers in Las Vegas

2.25 million square feet of flexible exhibition and meeting space

Space for groups of varying size and purpose

350 meeting rooms from 342 to 85K Sq. Ft.

5 Exhibit halls from 100K to 1M Sq. Ft.



CUSTOMERS



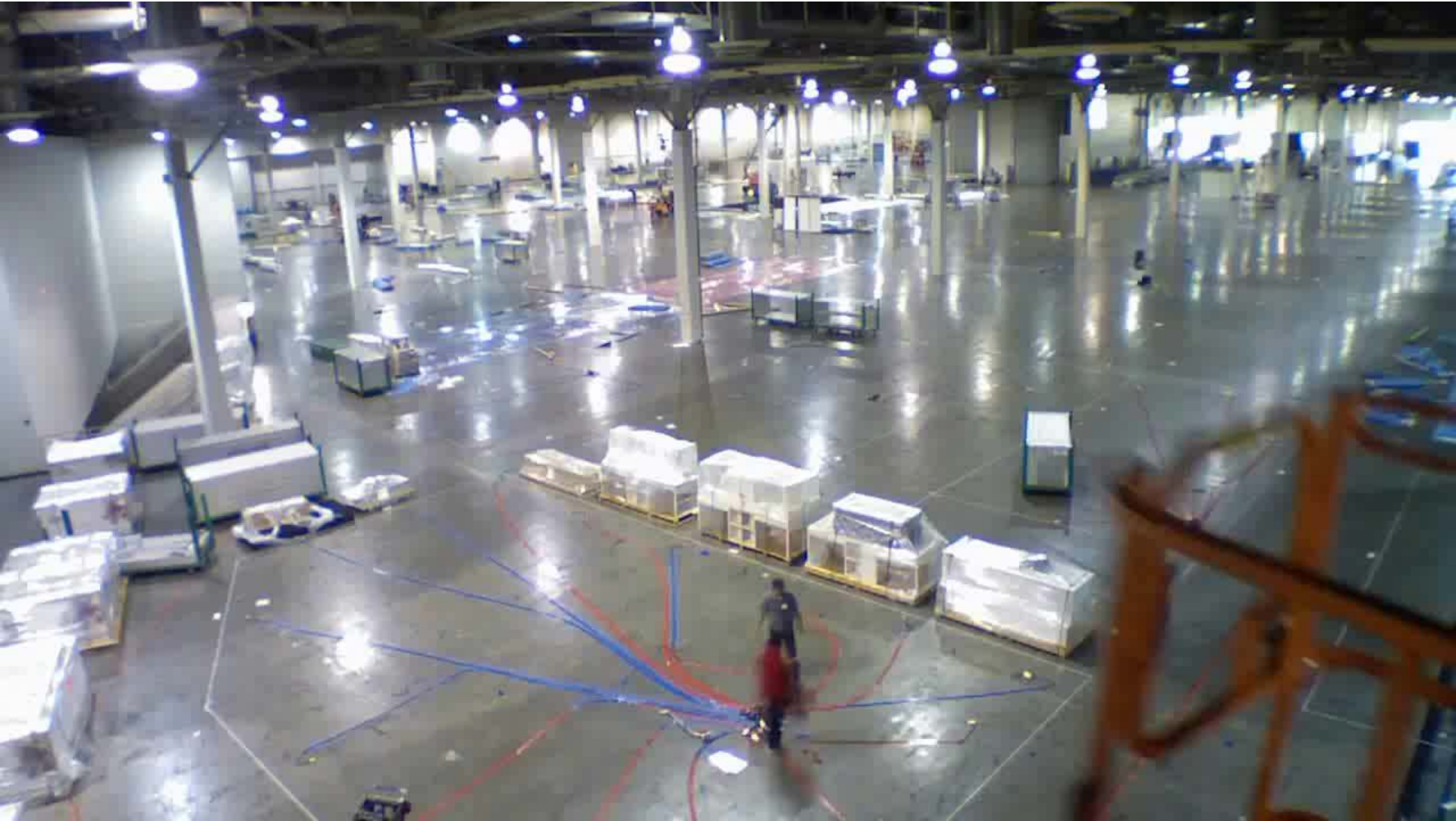
ATTENDEES

More than

2.3 MILLION

annually

IMEX 2014



AGENDA

Overview

History

Operations

Community

Trend

Need

EARLY YEARS

1989: Pre-opening

Ten years after founding COMDEX, Mr. Adelson and his partners bought Sands Hotel

1991: Comdex (180K Sq. Ft.)

COMDEX/Fall '91
The International Trade Show for Computer Distribution Professionals
OCTOBER 21-25, 1991
Sands Expo and Convention Center and other sites
LAS VEGAS, NEVADA USA



1994: Automotive Aftermarket Products Expo (AAPEX)

aapecx
ahead of the curve

1989

1990

1991

1992

1993

1994

1995

1996

1990: Opening Year

- 2nd largest in world



1993: Computer Electronics Show (CES)

- Last Apple appearance



1996: Era Ends with Sands Closing



GROWTH

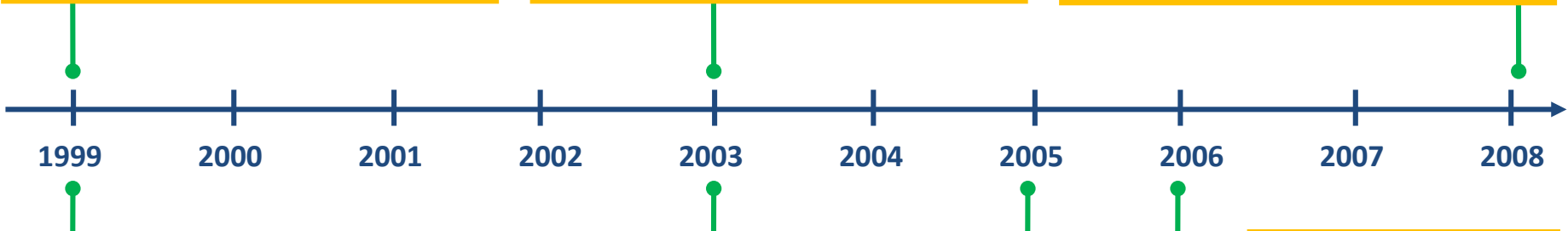
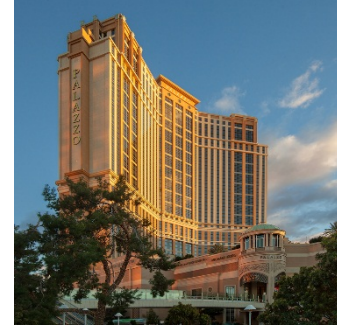
1999: Venetian Opening



2003: Venezia Opening



2008: Palazzo Opening



1999: Launch Expansion

- Level 1/Level 2
- 45 meeting rooms
- 295K Sq. Ft.



2003: Second Expansion

- Level 2
- 64 meeting rooms
- 102K Sq. Ft.

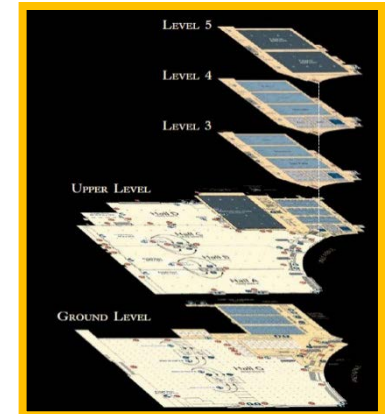


2005: Third Expansion

- Level 3/4
- 136 meeting rooms
- 204K Sq. Ft.

2006: Fourth Expansion

- Level 5
- 1 large ballroom
- 102K Sq. Ft.



CURRENT

2010: Shot Show



2012: HIMSS

HIMSS¹²
Annual Conference & Exhibition
FEBRUARY 20-24, 2012 / LAS VEGAS
THE VENETIAN-SANDS EXPO CONVENTION CENTER

2014: HP from Big Tech

hp Discover2014
It's time to build a better enterprise.
Together.
Las Vegas | June 10-12



2011: G2E



2012/13: \$35M Invested to Go Green

SUSTAINABLE MEETINGS September 12, 2013

Las Vegas Sands Expo & Convention Center Goes Green



In Las Vegas, the Sands Expo and Convention Center is working to go green—and, according to the Las Vegas Review Journal, the industry is taking notice.

The convention complex at The Venetian and Palazzo Las Vegas is currently in the middle of a \$35 million renovation that includes new carpeting, lighting and motion sensors—much of which is expected to meet environmental standards set by certification bodies. The center has already achieved Level Two Certification to the ASTM Standard, created through a partnership of the Convention Industry Council's APFX initiative and

2015: CES in both LVS and LVCVA



AGENDA

Overview

History

Operations

Community

Trend

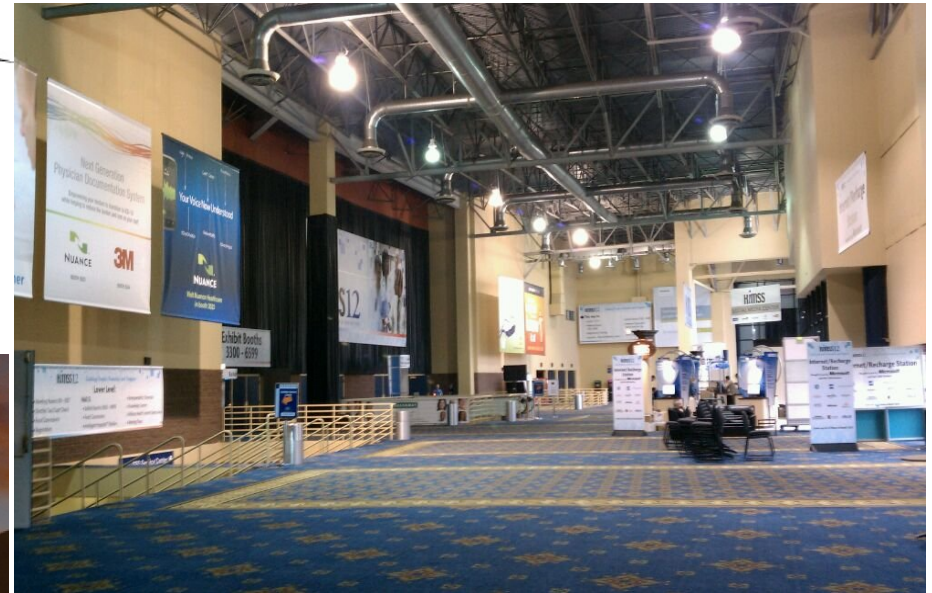
Need

PRIOR TO EXTERIOR AND LOBBY UPGRADE



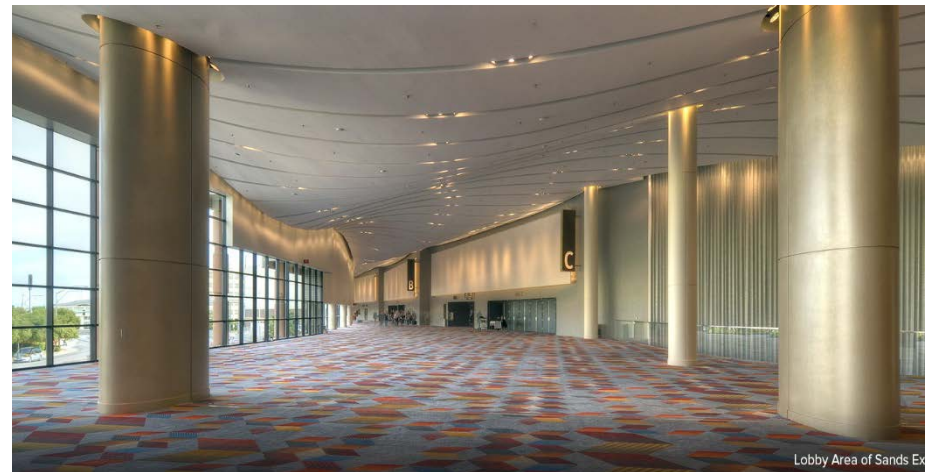
EXPO
Las Vegas

Celebrating 25 Years of Excellence



POST EXTERIOR AND LOBBY UPGRADE

2013: 33 Million
Dollar Renovation



Lobby Area of Sands Ex

TOUR



KITCHEN

2015: \$6 Million Dollar Kitchen Renovation



TECHNOLOGY

Investment

\$6.2M since 2012

\$1.8M in G-hall alone in 2015

Benefits

Allows real-time instant connectivity

Allows any device to connect

Automatically scales for any size event

Meets customer demands for Internet of things (IOT)



TRAFFIC FLOW



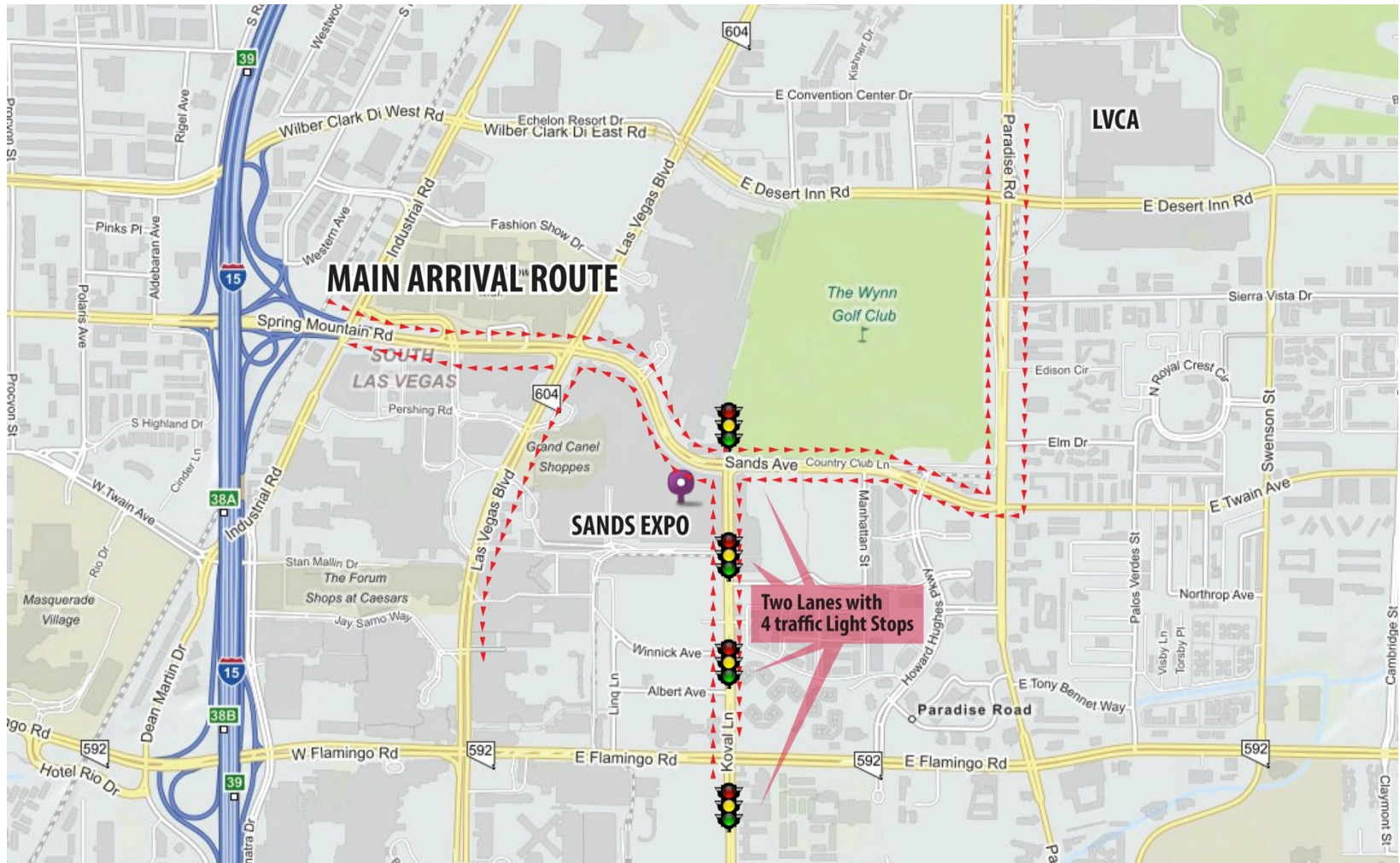
Traffic Flow /
Accessibility



TRAFFIC FLOW



TRAFFIC FLOW



AGENDA

Overview

History

Operations

Community

Trend

Need

ECONOMICS

Annual visitation

4.3M visitors

\$600M in room spend

\$3B in non-room spend

Annual Jobs

\$360M paid in direct payroll; +9000 direct jobs

\$500M in indirect payroll; +10,000 indirect jobs

Annual Development

\$500M in development, including procurement

Annual public revenue (taxes)

\$70M of annual impact

OUTREACH



\$7 million gift to the William F. Harrah College of Hotel Administration at UNLV



Going Places. Going Strong.

OUTREACH



Record Keeping: Catholic Charities transfer donation into their equipment, photographs and track each donation



A member of FEEDING AMERICA

Community Hero Awarded by Three Square Food Bank

Over 120,000 Meals donated from banquets

Designed the operatives and procedure to rescue food from resorts on the strip

Record Keeping: Catholic Charities takes a photo of final meal to show what is served to their clients.



Sands

ECO 360°
GLOBAL SUSTAINABILITY



LEED Gold
Certified for
Existing Buildings
in 2010 and were
recertified in
2015



Level II Certified under
the APEX/ASTM
Certification Series for
Environmentally
Sustainable Meetings,
Events, Trade Shows, and
Conferences



85% Recycle Rate



82% Recycle Rate

OUTREACH

Annual outreach impact

\$0.5M in charitable giving; 50+ institutions

\$0.3M in employee giving; 4000+ volunteer hours

\$1M in team member support (e.g. child care subsidies)

IMPACT

Over \$5B in annual socio-economic
impact

AGENDA

Overview

History

Operations

Community

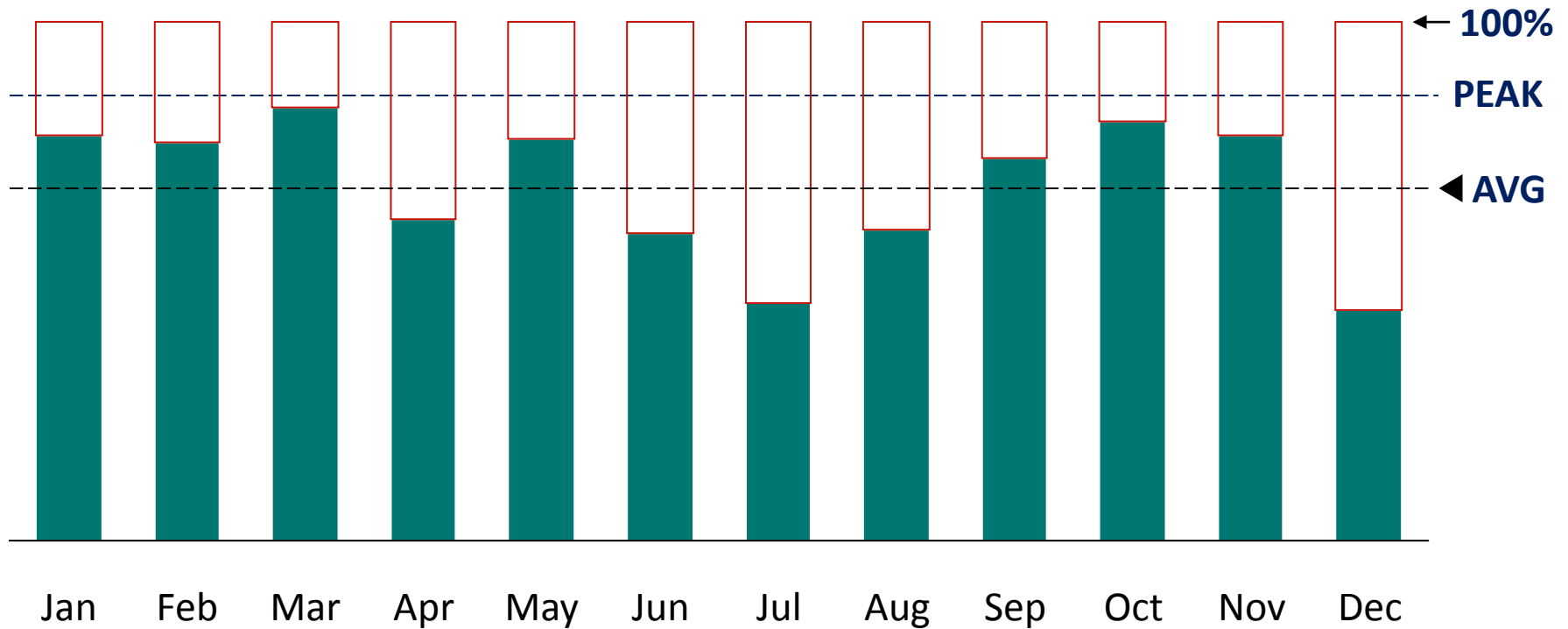
Trend

Need

SPACE OCCUPANCY NOT AT THEORETICAL PEAK

Occupied Space, %

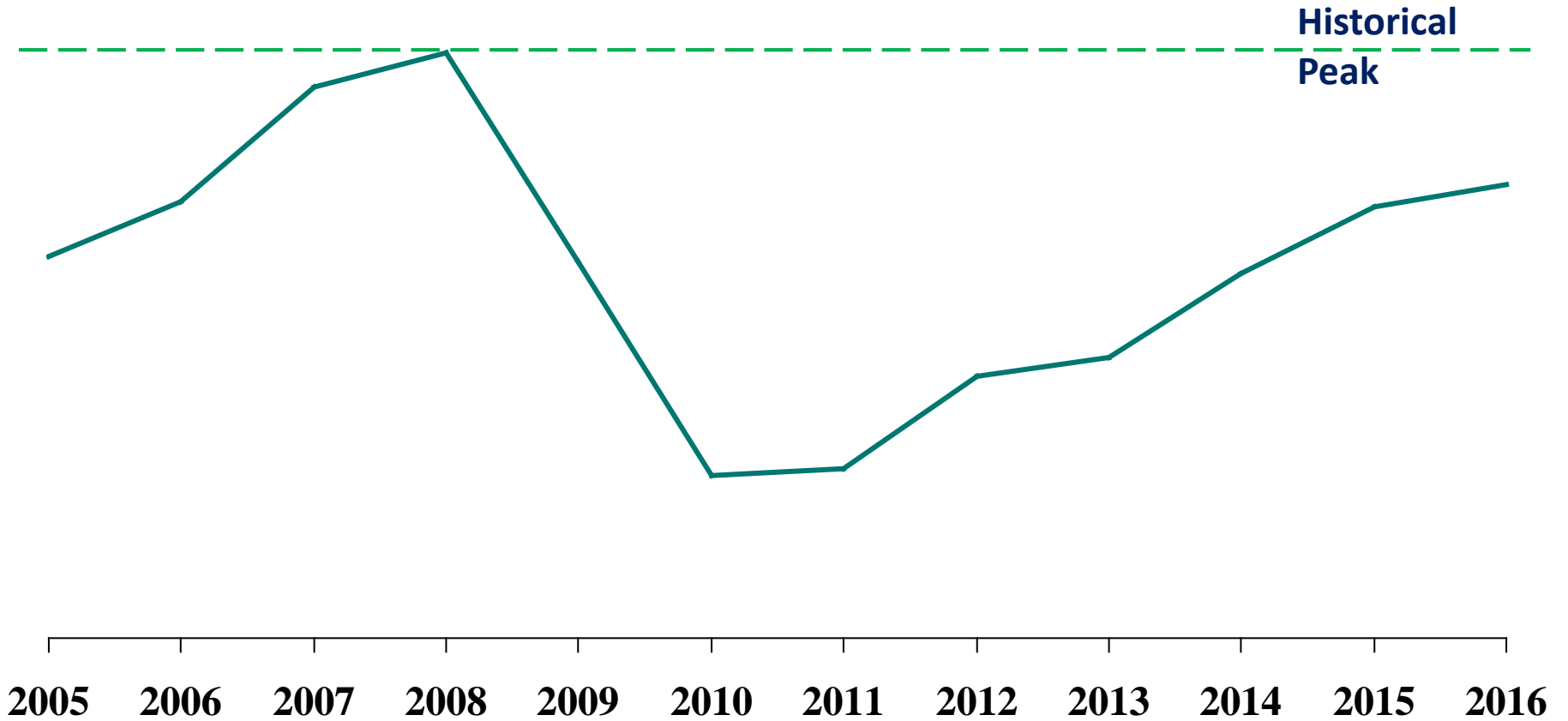
Not Occupied Occupied



NOTE: Average represents 2012-2015

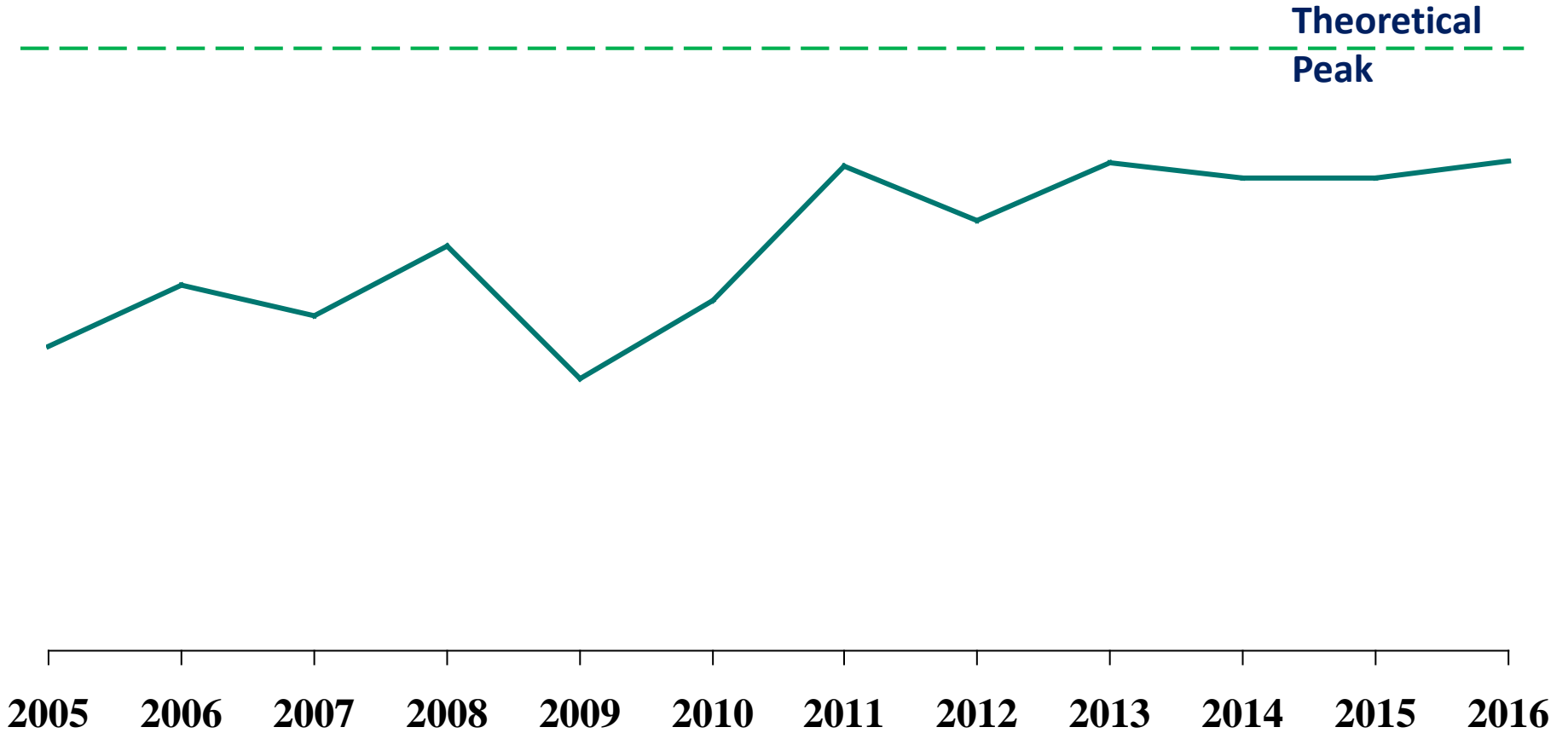
GROUP RATE NOT AT HISTORICAL PEAK

ADR, \$



GROUP OCCUPANCY NOT AT THEORETICAL PEAK

RN, *Thousands*



SUMMARY

ROOM TO GROW

- 12% from theoretical peak space capacity
- 11% from historical peak group rate (not inflation adjusted)
- 10% from theoretical peak group room occupancy
- Untapped potential for multiple location opportunities

STRATEGY

- Invest in our facilities
- Expand our facilities
- Improve service
- Attract new customers
- Retain existing customers
- Innovate meeting types
- Grow multiple location opportunities

AGENDA

Overview

History

Operations

Community

Trend

Need

NEED

Tax dollars should be used to improve infrastructure (e.g. Airport, Transportation)

Pedestrian walkways

Expansion of roads and access points

Improved mass transportation (e.g. light rail)

Stadium to attract major sports and city-wide events as well as provide benefit to UNLV

Tax dollars should NOT be used to compete with the private sector