

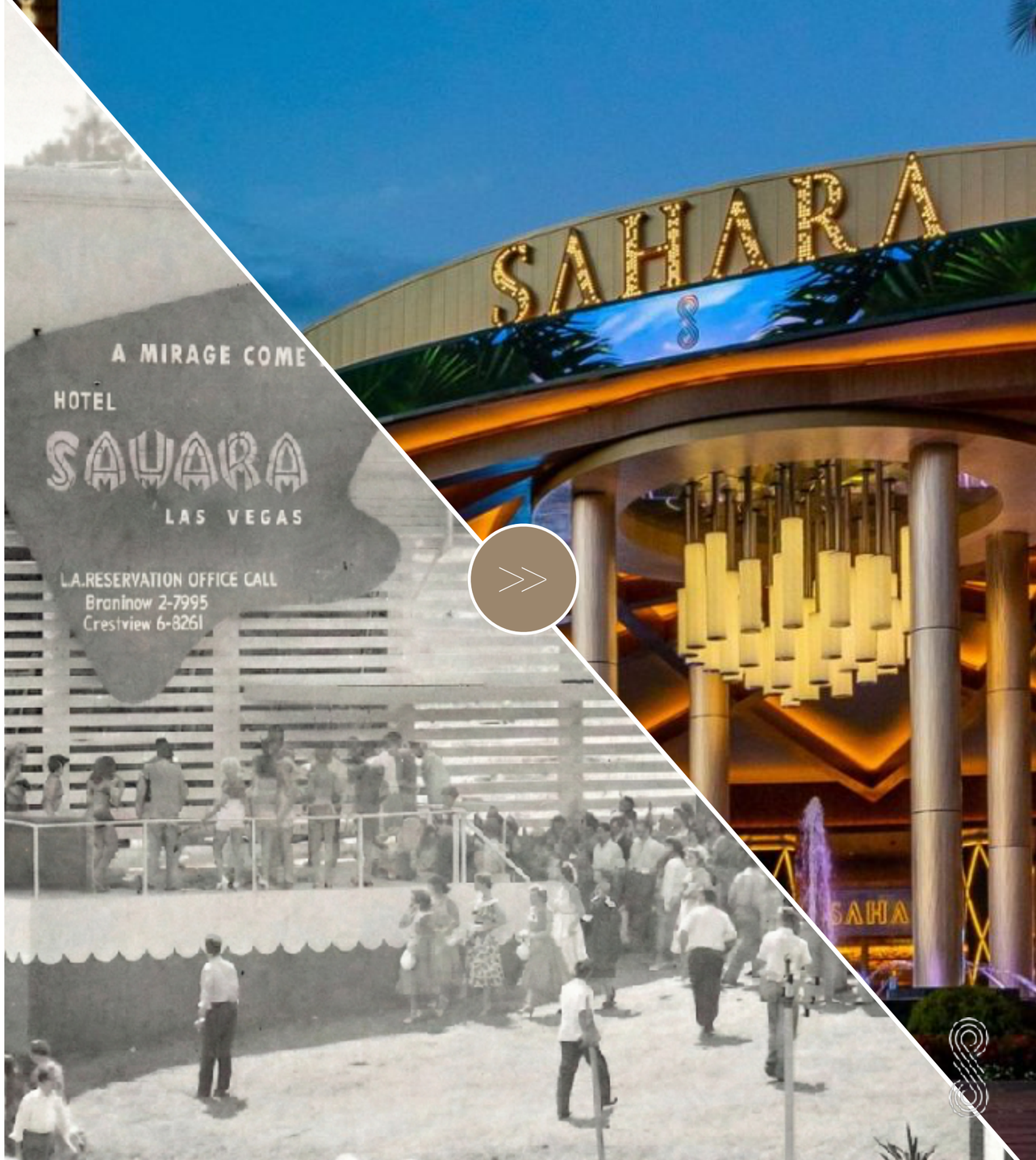
SAHARA

AN ICON REINVENTED

THE HISTORY OF
SAHARA LAS VEGAS

SAHARA Las Vegas is a truly legendary hotel and casino synonymous with Las Vegas itself. The original SAHARA was built by Del Webb in 1952, inspired by the rich themes and stories of the SAHARA Desert region.

Considered “the jewel of the desert,” SAHARA became the premier destination on the Las Vegas Strip in the 1960s and 1970s, hosting performers from Frank Sinatra to Johnny Carson to The Beatles. For visitors and locals alike, SAHARA epitomized the style, sophistication and playful sense of possibility that was truly the soul of Vegas.



THE SAHARA
MISSION

Win repeat visitation by creating a premium, reliable guest experience for leisure and group segments—through intentional capital investment, elevated amenities, and consistent execution across the property. -Alex Meruelo, Owner

Under the leadership of Alex Meruelo, ownership set out to restore SAHARA Las Vegas to its rightful place as a true North Strip icon—by pairing the property's legacy with a modern, design-forward guest experience.

The mission is simple: invest with intention, elevate the product, and deliver a consistently premium stay that earns repeat visitation from both leisure and group travelers.



Alex Meruelo
OWNER

THE TRANSFORMATION AT A GLANCE

A PROPERTY *REIMAGINED*

Total Rooms

1,613 KEYS

Across three distinct towers:
Blanca, Marra, and Alexandria.

Renovation Completed

1,100 ROOMS

Fully renovated, establishing a new standard for design and quality on the North Strip.

75%

Renovation Underway

300+ ROOMS

Scheduled for completion in the next year, unifying the entire guest experience under a single design-driven vision.





THE NEW GUEST *EXPERIENCE*

DESIGN-AWARE, FOOD-FORWARD, CULTURALLY-TUNED

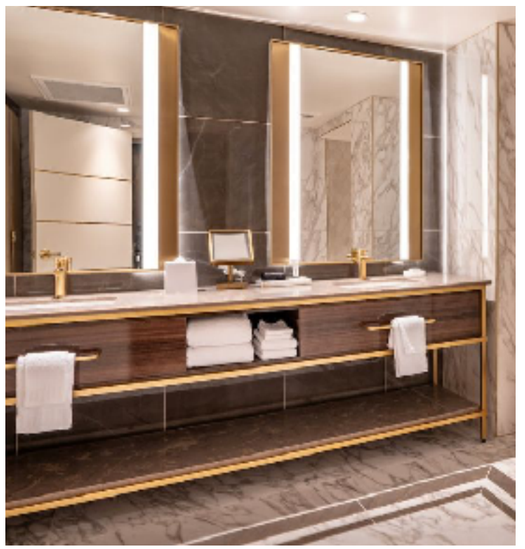
THE STANDARD SET

COMPLETED RENOVATIONS

Our design philosophy is modern, layered, and warm-not flashy. We focused on elevated materials, thoughtful lighting, and a residential feel to attract a more discerning traveler.







THE VISION

WHAT'S COMING NEXT

The final 300 rooms complete the brand story, creating a unified journey and fully repositioning SAHARA as a design-driven destination.





A BOUTIQUE ADVANTAGE

IN A CITY OF *GIANTS*

In most markets, a hotel with more than 1,600 rooms wouldn't qualify as a boutique. But in Las Vegas, it does. Here, that scale is a luxury-especially for mid-sized groups looking for a more intimate setting.

Compact enough to feel private

Big enough for creativity

Bespoke over mass-market

CLICK HERE FOR A VIDEO WALKTHROUGH





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A HOLISTIC APPROACH TO *WELLNESS & LIFESTYLE*

CORE CONCEPT

Amina Spa is a premium amenity that strengthens the Alexandria Tower value proposition—elevating the stay from "room + meeting" to a full resort experience. It helps drive higher-quality demand, supports rate integrity, and creates incremental spend that complements dining and nightlife.

GUEST JOURNEY

Arrive for meetings or a weekend stay, reset with spa + salon, then move seamlessly into evening dining and entertainment. For group business, it adds a built-in "off-agenda" experience that increases attendee satisfaction and gives planners an easy, high-perceived-value enhancement.







ELEVATING TO SOPHISTICATION

MARRA TOWER

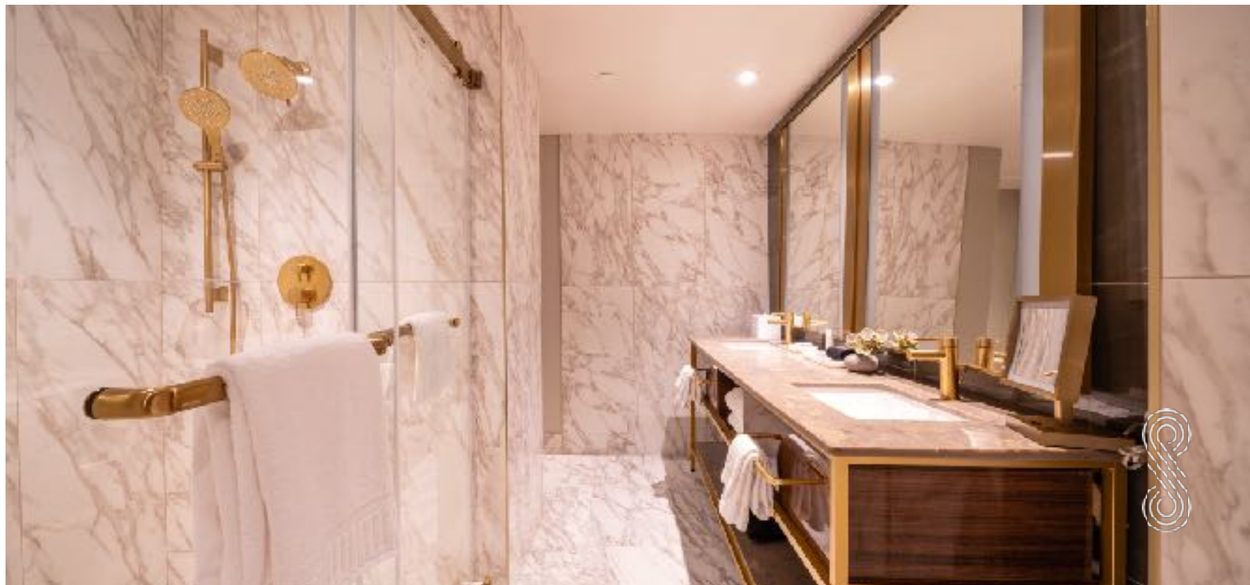
1,098 ROOMS | **22** SUITES

360 - 783 SQUARE FEET

Named after Marrakesh, a famed city of fashion, Marra Tower is sophisticated and playful, with a style as iconic as you are. Plush bedding, a spacious work desk and a roomy seating area create an inviting, stylishly appointed environment. Make it your own, and make yourself right at home.







ELEVATING TO SOPHISTICATION

MARRA TOWER









ELEVATING TO SOPHISTICATION

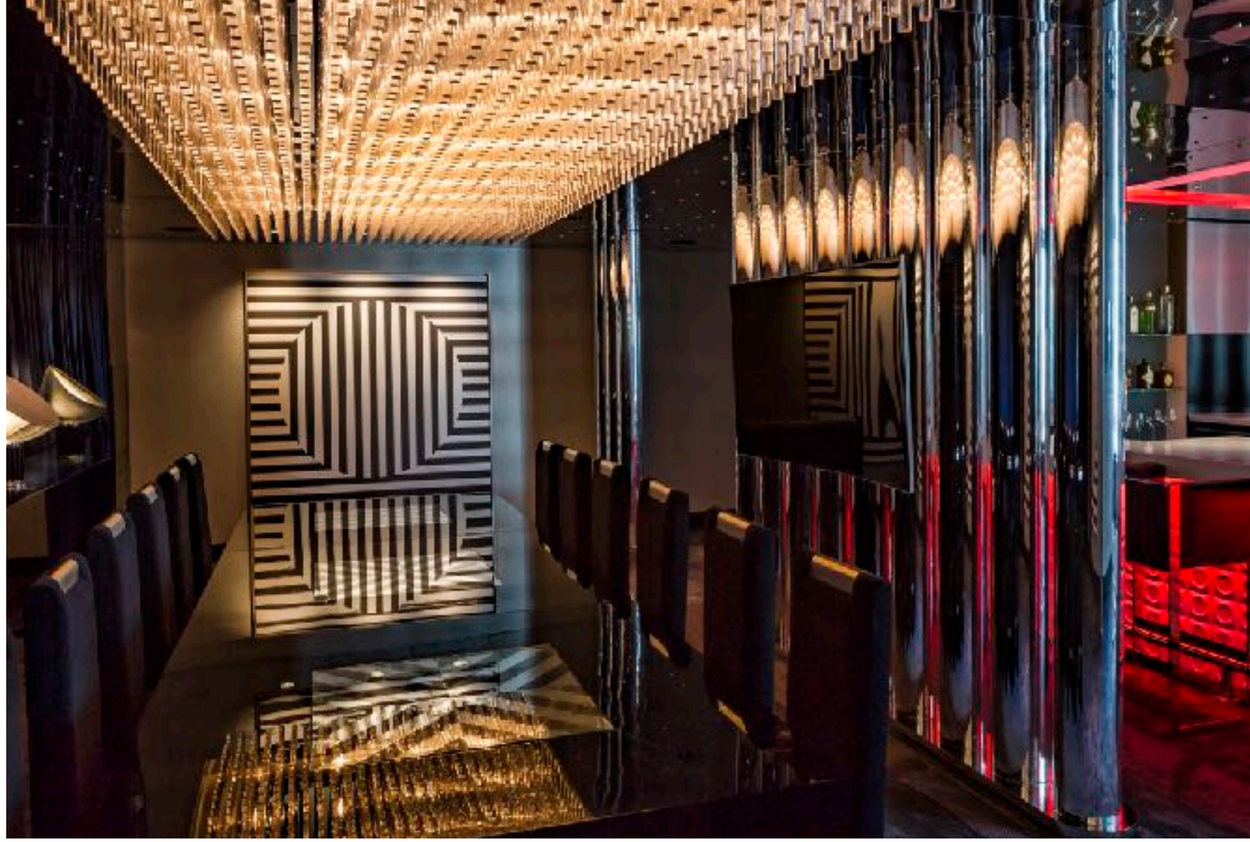
BLANCA PENTHOUSE

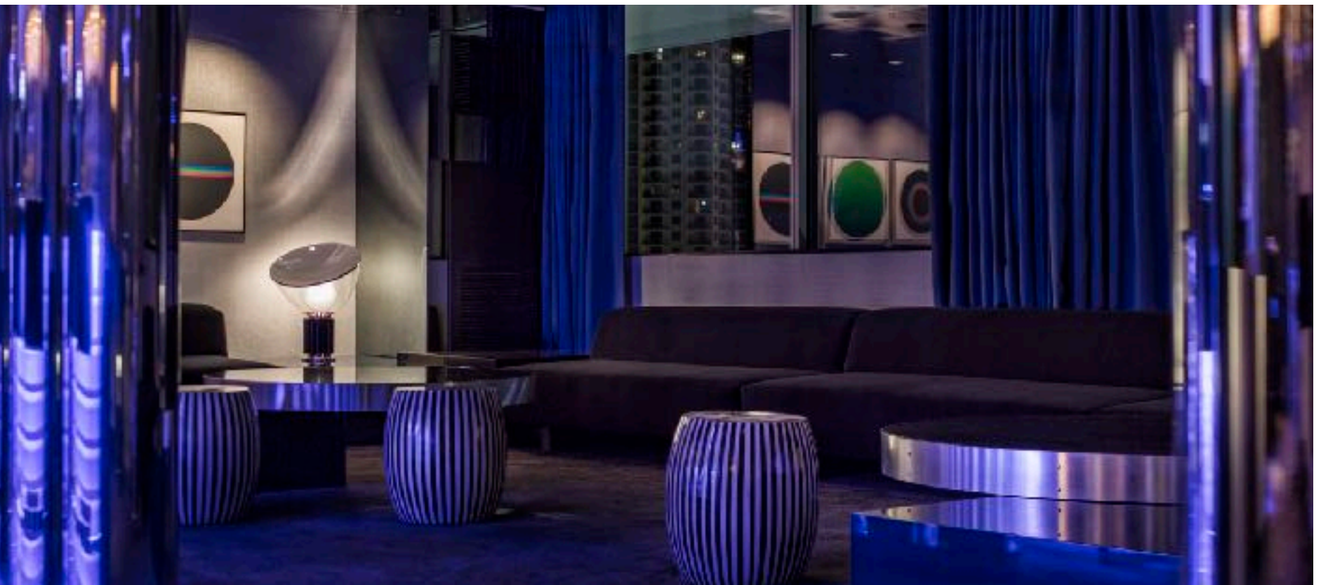
LIVING & ENTERTAINMENT SPACE

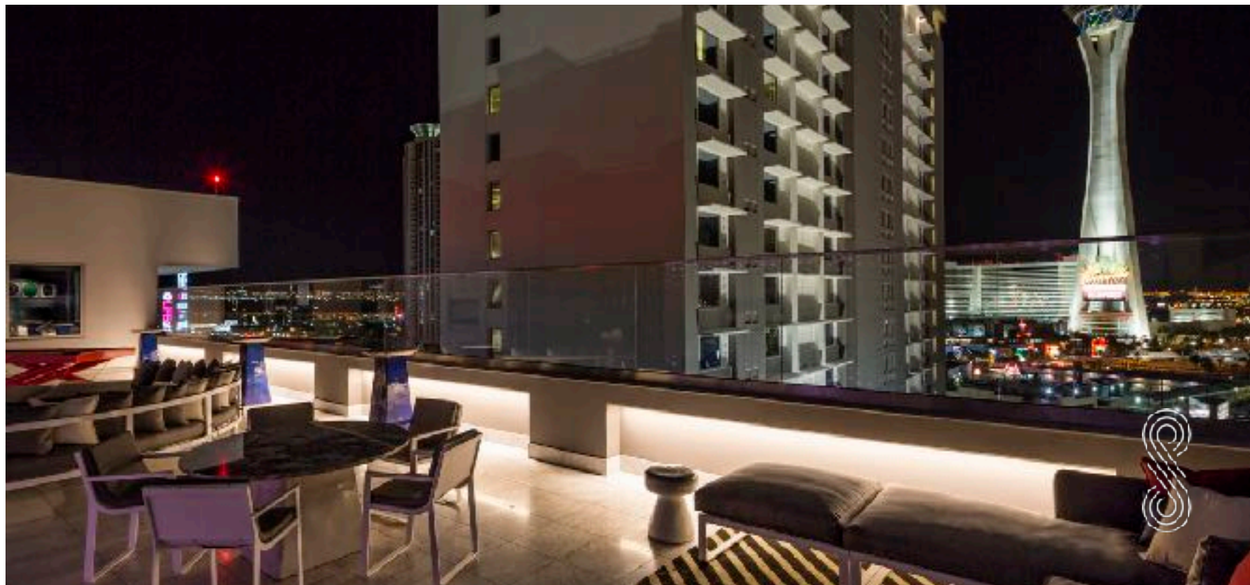
2
KING BEDROOMS

3,300
SQUARE FEET

Designed by Lenny Kravitz, our two-bedroom Blanca Penthouse mixes fun and sensuality, complete with a photo booth. Custom art installations throughout and sliding floor-to-ceiling mirrors create an industrial loft feel. With two roof decks, fireplace, and hot tub – you will want to stay awhile.







COMING LATE 2026

THE NEW *ALEXANDRIA*

CLICK HERE FOR A VIDEO WALKTHROUGH

The expanded Alexandria Tower offers a holistic approach to lifestyle, bridging the golden age of the Strip with modern, culturally-tuned design. The new guest journey begins at a dedicated, semi-private hotel and meeting space entrance, leading to a collection of 207 rooms and 81 opulent suites.

NEW STANDARD

Rooms feature sophisticated seating areas, ample workspaces, and large showers with upgraded amenities.

MASTERFUL REDESIGN

The newly conceptualized Mega Suites and Connector King rooms showcase custom wall coverings, high-end furniture, and refined master wardrobes, creating an environment that feels both iconic and like home.





COMING LATE 2026

THE NEW *ALEXANDRIA*

PREVIEW RENDER


COMING LATE 2026
THE NEW *ALEXANDRIA*
PREVIEW RENDER

COMING LATE 2026

THE NEW *ALEXANDRIA*

PREVIEW RENDER



COMING LATE 2026

THE NEW *ALEXANDRIA*

PREVIEW RENDER




COMING LATE 2026
THE NEW *ALEXANDRIA*
PREVIEW RENDER



COMING LATE 2026

THE NEW *ALEXANDRIA*

PREVIEW RENDER



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CONFERENCE CENTER



Renovated meeting spaces that feel private
—without sacrificing capability.

CONFERENCE CENTER

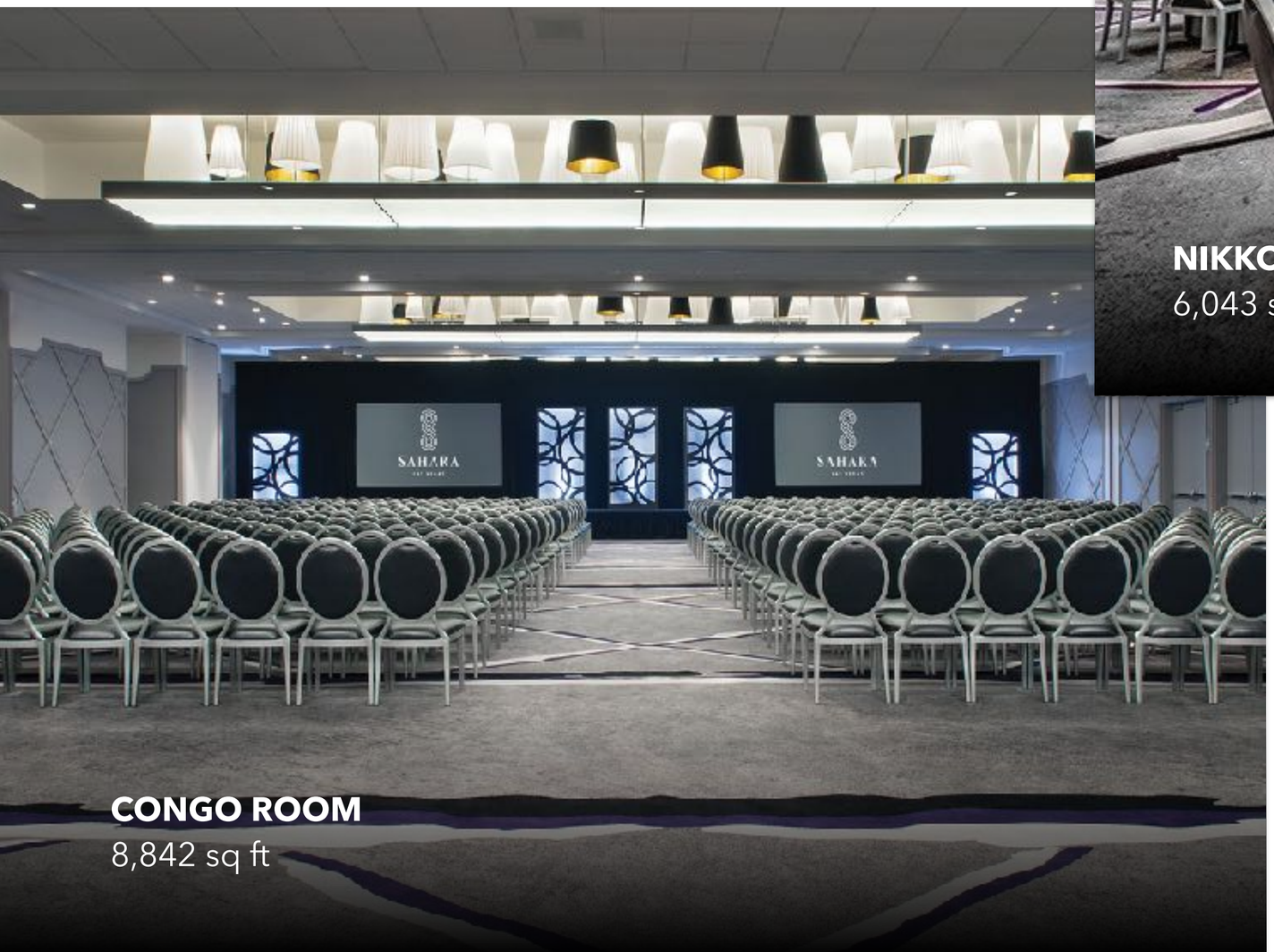


In a city of mega-resorts, SAHARA delivers a more intimate, design-forward setting that's ideal for mid-sized groups: compact enough to feel exclusive, big enough for creativity, and always bespoke over mass-market.

CONFERENCE CENTER



NIKKO ROOM
6,043 sq ft



CONGO ROOM
8,842 sq ft

Host your general session, awards, or high-energy reception in our largest venues—Congo (8,842 sq ft) and Nikko (6,043 sq ft)—with the flexibility to scale up, split into sections, and build the schedule your group actually needs.

CLICK HERE FOR A VIDEO WALKTHROUGH

CONFERENCE CENTER

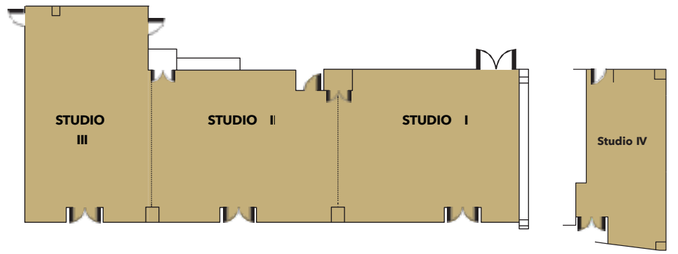
Meeting Room Name	SF	C/R	T/S	RNDS	Reception
Congo	8842	496	743	524	636
I	1977	126	188	133	161
II	2332	124	186	131	159
III	2202	124	186	131	159
IV	2331	122	183	129	157
I, II	4309	250	374	264	320
I, II, III	6511	374	560	395	479
II, III	4534	248	372	262	318
II, III, IV	6865	370	555	391	475
III, IV	4533	246	369	260	316
Nikko	6043	405	506	380	450
I	1341	81	110	80	141
II	1580	108	132	100	166
III	1585	108	132	100	166
IV	1537	108	132	100	161
I, II	2921	189	242	180	307
I, II, III	4506	297	374	280	473
II, III	3165	216	264	200	332
II, III, IV	4702	324	396	300	493
III, IV	3122	216	264	200	327
Albert	1730	100	149	105	128
I	897	53	79	56	68
II	833	47	70	49	60

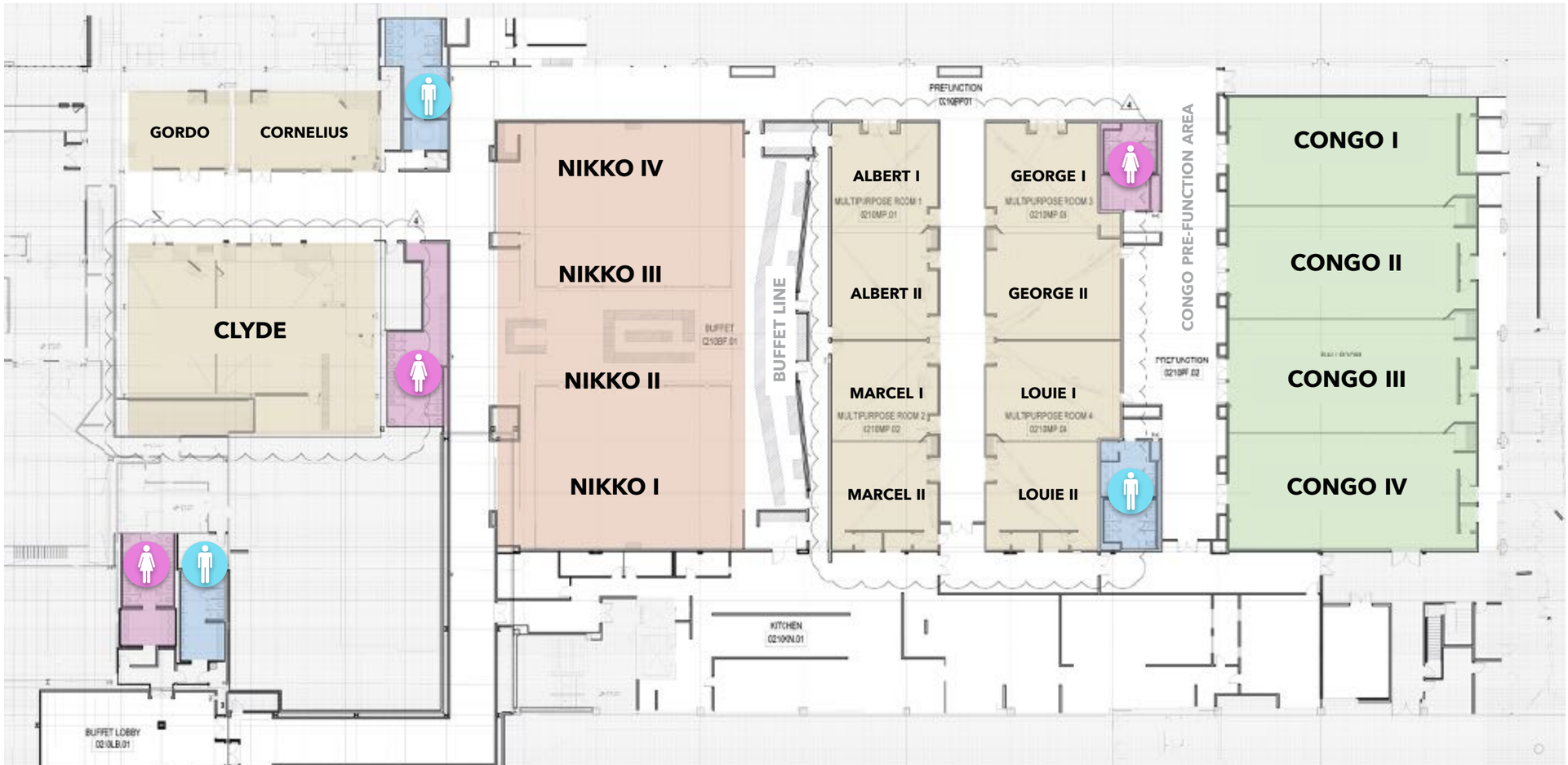
Meeting Room Name	SF	C/R	T/S	RNDS	Reception
Marcel	1613	92	137	97	118
I	803	48	72	51	62
II	810	44	65	46	56
George	2041	116	173	122	149
I	915	56	84	59	72
II	1126	60	89	63	77
Louie	1922	109	164	115	140
I	1065	62	93	65	79
II	857	47	71	50	61
Clyde	2291	125	188	133	161
Gordo	574				
	Conference for 16 people				
Cornelius	695				
	Conference for 16 people				
Studio	2964	90	300	200	225
I	990	27	80	60	60
II	1007	36	80	60	60
III	967	48	72	60	60
Studio IV	552	20	24	20	20

CONFERENCE CENTER

From two signature ballrooms (Congo and Nikko) to breakout studios and boardroom-style rooms, breakouts, and receptions—anchored by generous pre-function space for registration, networking, and F&B flow.

Additional Studio Spaces





A LEGENDARY STAGE



1,100
GUEST CAPACITY

70-YEAR
ICONIC HISTORY

11,613 SQ FT BUILT TO ELEVATE KEYNOTE MOMENTS—PERFECT FOR PLENARIES, GENERAL SESSIONS, SEMINARS, AND FEATURED SPEAKERS.

REIMAGINED FOR TODAY'S PREMIER PERFORMANCES

Step into a world where iconic history and cutting-edge production converge. SAHARA's indoor venues offer a unique blend of vintage Vegas charm and modern amenities, providing an unforgettable backdrop for everything from legendary concerts and awards shows to innovative, immersive theatrical productions.

Host your event on the same historic stage that has welcomed a pantheon of global superstars, including The Beatles, Frank Sinatra, Elvis Presley, and Judy Garland. Our venue boasts a unique blend of vintage charm and modern amenities, making it a premier concert destination.

SAHARA THEATRE

- **Flawless Production Quality:** Equipped with state-of-the-art **Meyer sound systems,** a brilliant **36' x16'LED wall** (3.9 mm pixel pitch).and a professional **GrandMA 2 lighting console.**
- **Artist** & **VIP-Ready:** Backstage includes fully equipped **green rooms** with private bathrooms, hair and makeup stations, and Wi-Fi. A private **VIP area** offers an exclusive bar, lounge, and in-house catering options.
- **Turnkey Technical Support:** Your event is supported by our experienced **in-house production team,** seamless ticketing integration, and full ADA accessibility.
- **Historic Ambiance:** The property was featured in the 1960s classic film **Ocean's Eleven;** adding a layer of authentic Hollywood glamour to any event.

SEMINARS & HIGH-IMPACT PRESENTATIONS



MAGIC MIKE LIVE

Magic Mike Live Theater is a custom-built, multi-level venue (15,040 sq ft) for immersive shows and hosted group experiences—ideal for private events, brand moments, and curated leadership gatherings.

446
GUEST CAPACITY

15,040
SQUARE FEET

SPECIAL EVENT SPACES

AZILO ULTRA LOUNGE







Get ready for the newest nightlife destination on the Las Vegas Strip! AZILO ULTRA LOUNGE is Las Vegas' most seductive and spirited lounge offering music, entertainment and a lively personality, where guests can indulge in well-balanced and decadent libations and immersive cocktail experiences, converse and be entertained in a warm and intimate atmosphere.

AFTER-HOURS, BUILT FOR GROUP EXPERIENCES

SPECIAL EVENT SPACES

CASBAR LOUNGE





Indulge in an elevated lounge experience as you visit our stylish lounge – CASBAR – where you can enjoy top-notch spirits and cocktails in the perfect backdrop for conversations over libations.

- Enjoy live lounge entertainment Wednesdays through Sundays
- Delicious monthly cocktail specials
- Sports viewing available



SPECIAL EVENT SPACES

THE TANGIER





Where classic and retro meets modern and vibrant! The Tangier offers more than 200 brown spirits including world-class selections of bourbon, scotch, and cognac. Conveniently located near the hotel lobby, The Tangier is the classic Vegas lounge you'll want to hangout with your favorite drink without missing any of the action!

- Refreshments & Snacks Available
- Wine, Beer & Classic Cocktails
- Located in the hotel lobby



THE SAHARA
PORTE COCHERE

Turn the arrival into the *moment*.

A full **Porte Cochère Takeover** gives your brand immediate, high-visibility presence from the first step on property—**flags, banners, valet touchpoints, lighting moments, and branded welcome cues** that set the tone before guests ever reach the lobby.





SUN-DRENCHED DAYS

2,000
GUEST CAPACITY

240 FOOT
LED SCREEN

UNFORGETTABLE OUTDOOR EVENTS

SAHARA Las Vegas offers a dynamic collection of outdoor venues perfect for any occasion, from high-energy concerts and exclusive corporate buyouts to intimate rooftop receptions.

Our spaces combine luxurious comfort with state-of-the-art technology to create truly immersive and memorable events under the desert sky.



THE POOL

Welcome to the premier luxury pool venue in Las Vegas. With a stunning view of the city skyline, The Pool has hosted some of the most exclusive concerts, corporate parties, and celebrity events in town.

- Epic-Scale Entertainment: The centerpiece is a massive
- 240-foot LED wall, providing a one-of-a-kind visual canvas for performances, branding, or live sports viewings.
- Exclusive VIP Comfort: Offer guests an elevated experience with luxurious VIP cabanas complete with private bathrooms, dedicated pools, and spas.
- Unrivaled Production Tech:The venue is fully equipped with state-of-the-art, professional-grade JBL and L-Acoustics sound systems for an immersive audio experience.
- Turnkey EventSolutions:Our marketing, technical, and ticketing teams are dedicated to ensuring your event is a seamless success from start to finish.

INTIMATE & EXCLUSIVE SETTINGS



- **Alexandria Pool:** A secluded poolside oasis offering panoramic views of Downtown Las Vegas and the scenic valley mountains, perfect for upscale private gatherings.
- **Retro Pool:** An open-air rooftop pool that provides an environment of comfort and fun in a more intimate atmosphere, ideal for exclusive receptions.

ALEXANDRIA POOL

A poolside oasis with panoramic views of Downtown Las Vegas and the scenic valley mountains.



RETRO POOL

This open-air rooftop pool features an environment of comfort and fun in a more intimate atmosphere.





SAHARA

DINING FOR PARTIAL & FULL GROUP BUYOUTS

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ANCHORED IN CULINARY CREDIBILITY

INTRODUCING *CHEF KWAME ONWUACHI.*

Our partnership with Chef Kwame Onwuachi, named 2019's James Beard Foundation Rising Star Chef of the year, signals our deep commitment to chef-driven storytelling and cultural relevance. His presence establishes SAHARA as a platform for the nation's most important culinary talent.

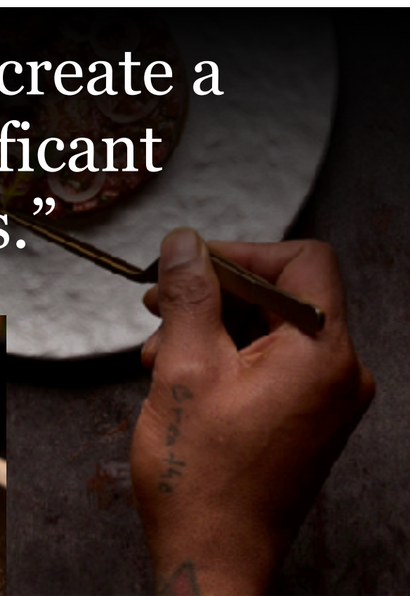
"SAHARA provided the platform to create a truly personal and culturally significant dining experience in Las Vegas."











DINING











BALLA ITALIAN SOUL

Chef Shawn McClain's Balla is full of energy. It's everything you know and love about Italian cuisine made bold, exuberant and somehow new. This is a contagious vibrant space to celebrate Italian culture and all that makes it wonderful.

DINING











THE NOODLE DEN

Featuring unique hand-pulled noodles, dumplings and innovative twists on classic Chinese dishes. Watch as master chefs create works of art right before your eyes in our exhibition kitchen. The Noodle Den will transport your senses to a world of exquisite flavor and unforgettable dining!

DINING











CHICKIE'S & PETE'S

The Philadelphia-based restaurant is a favorite among both athletes and fans and is as popular for its unique sports bar experience as it is for its famous Crabfries and elevated bar cuisine. The new venue includes a fully integrated William Hill Sports Book and space for private groups.

DINING











ZEFFER'S CAFE

A fresh experience featuring an elevated casual dining experience. The menu offers recognizable breakfast and lunch favorites and staple comfort food dishes, all with a unique twist.

DINING











UNO MÁS

Enjoy the vibrant flavors of Mexico at Uno Más featuring street tacos with freshly made tortillas, quick bites, margaritas and more!

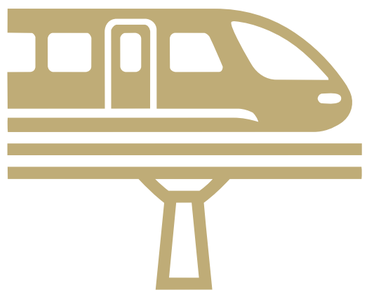
UNIQUE INFRASTRUCTURE

ASSETS & ACCESS



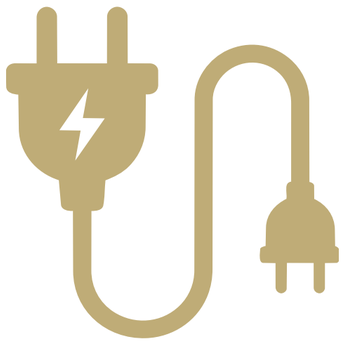
Free Parking

Parking is always free at SAHARA Las Vegas. Our two parking garages provide convenient access…a significant differentiator on the Strip.



Monorail Access

SAHARA is an official monorail station providing easy, direct access to the Mid and South Strip, with trains arriving every 4-8 minutes. Ridership is nearly **6 million passengers** per year.



Modern Amenities

Now Available: **Tesla Charging Stations...**16 connectors up to lOKW and available 24/7. Appeals to a modern, affluent demographic.

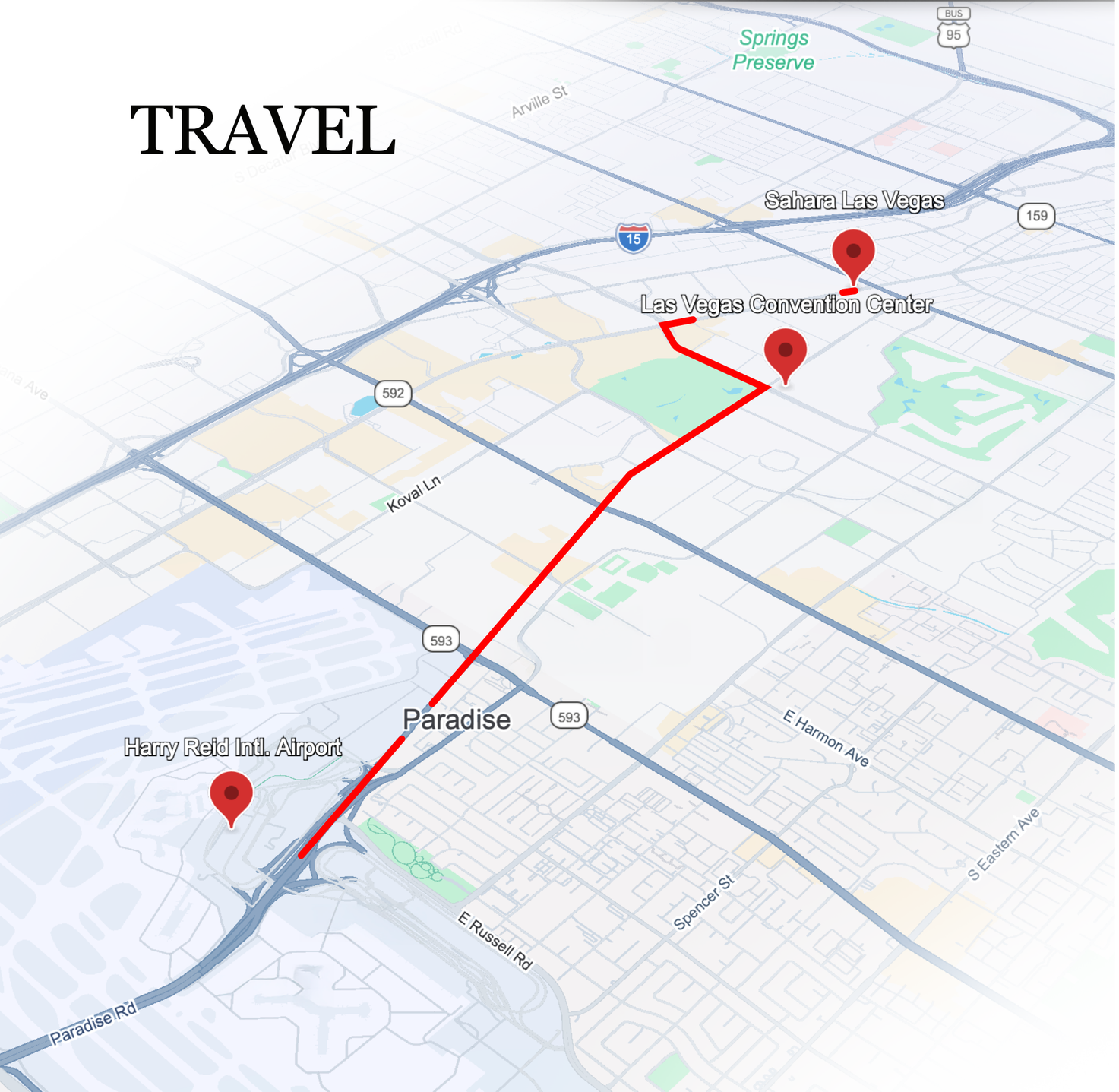
LOCATION

Located at the North end of the Las Vegas Strip

- 10-minute walk and closest four star experience to the **Las Vegas Convention Center**
- Three Resort Entrances
  - Casino entrance off **Las Vegas Blvd.**
  - Guest entrance on **Paradise Blvd.**
  - **Semi-private guest entrance** at Alexandria Tower hotel and meeting space
- Easy, direct access to the **Las Vegas Monorail** with connectivity provided via pedestrian bridge



TRAVEL



Minutes from Harry Reid International Airport

- Less than **4 miles** from **Harry Reid International Airport** curb to SAHARA check-in
- **Direct access** via Paradise Rd (avoids Las Vegas Blvd)
- **Smooth arrivals** for VIPs, executives, and group travel

THE TEAM



CHRISTOPHER BOND, CMP, CHSE

VICE PRESIDENT OF SALES

702.761.7101

Christopher.Bond@saharalasvegas.com



ASTRID GIFFON

SR NATIONAL SALES MANAGER EAST

702.761.7109

Astrid.Giffon@saharalasvegas.com



LYNDA RICHARDSON

SR NATIONAL SALES MANAGER WEST

702.761.7107

Lynda.Richardson@saharalasvegas.com



RON GRONEWALD

CONFERENCE SALES MANAGER

702.761.7105

Ron.Gronewald@saharalasvegas.com


SAHARA
THANK YOU