









PHOTOS: THE RAIDERS

s a city where big events fill the calendar and a few hundred thousand people visit on a typical weekend, Las Vegas is a natural fit to host the Super Bowl, the biggest annual sports and entertainment event in the United States.

Las Vegas is bidding to host the Super Bowl in 2025. The bid will be made possible with the addition of the state-of-the-art, \$2 billion Allegiant Stadium scheduled for completion in July 2020. For a city with a history of hosting major entertainment and sporting events, the new stadium will be the next critical piece of the venue puzzle, enabling Las Vegas to host the world's largest sports and entertainment events.

"Las Vegas' default position is 'yes," said Jeremy Aguero, principal analyst at Applied Analysis, the firm that serves as staff to the Las Vegas Stadium Authority. "This is what we do; we have been preparing for the Super Bowl since the city's inception more than 100 years ago."

Las Vegas' position as a premier hospitality destination starts with its tourism infrastructure. The city is home to 150,000 hotel rooms, more than any other U.S. city, and it boasts one of the top origin and destination airports in the nation. More than 300,000 people work in the hospitality industry, whether that's casinos, sports venues or resorts, while

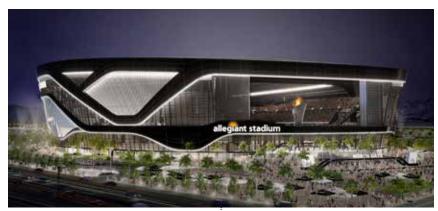






Allegiant Stadium will be one of the most technologically advanced event venues when it opens.

STADIUM TO ELEVATE LAS VEGAS EVENTS



Allegiant Stadium includes a set of sliding glass lanai doors that open toward the Las Vegas Strip. The opening features the Al Davis Memorial Torch honoring the legendary Raiders team founder and owner.

UNLV is home to the No. 1 hospitality college in the world. From top to bottom, Las Vegas' hospitality workforce lives and breathes the principles of service and satisfaction that welcomed 42.1 million visitors, including 6.5 million convention attendees, in 2018.

While the Raiders' season begins in August, the NFL's presence in Las Vegas begins in April with NFL Draft 2020, one of the most anticipated pro football events of the year. The three-day draft event allows Las Vegas to do what it does best. When an event is held in Las Vegas, the city — its residents, hotels, public officials, everyone — is all in.

Aguero points to the 2019 National Finals Rodeo as an example.

"It's not just a rodeo. It's a 10-day phenomenon, with a Cowboy Christmas, concerts every day and activations up and down the Las Vegas Strip. Everyone, all over town, is decked out in rodeo gear. NFR sets a record every year. That is great for them, and for us," said Aguero. "Our goal — for every event, every day, all year long — is to make sure everyone is welcome. In Las Vegas, the party isn't over until the last person goes home."

The marriage of sports and entertainment has proven to be a success for Las Vegas. T-Mobile Arena, opened in 2016 in a partnership between MGM Resorts and AEG, has

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outperformed expectations. Aguero also points to the success of multiple annual NASCAR events, the rapid growth of UFC, the hosting of several college sports conference championships and the welcoming of niche sports such as rugby, archery and curling.

"And, when you host an event in Las Vegas, more people attend," said Aguero, pointing to the success of the US Bowling Congress Open Championships at the South Point and the boost in attendance for Pac-12 events now held in Las Vegas. "Allegiant Stadium and the Raiders are a quantum leap for Las Vegas as it relates to sports, but think about it, we've been hosting incredible sporting events for a long, long time, including the world's biggest boxing matches dating to the 1970s. Certainly, the Super Bowl is different. But hosting major events is exactly what Las Vegas

is designed to do."

Allegiant Stadium will be a centerpiece of the Las Vegas sports and entertainment menu. Following the urban model set by U.S. Bank Stadium in Minneapolis, the stadium's location near the Strip will allow fans to walk to games from nearby hotels. Its 126 suites, 8,000 club seats and multiple sideline venues are ideal for leveraging corporate events during games and concerts.

The facility will feature top-of-theline, state-of-the-art components, such as the translucent polymer roof that lets in natural light but keeps down summer heat, the ribbon structure along the sides to ventilate fresh air throughout and the natural grass field, which will be grown outside and wheeled in for NFL games.

Fan interest in the Raiders in Las Vegas has been strong, with just 400 of the 65,000 personal seat licenses remaining. More than half of the PSLs have been sold to fans outside of Nevada, an envious spot in terms of NFL teams and NFL cities, said Aguero.

"Las Vegas has been a sports town for a long time, but admittedly, under the radar," said Aguero. "But we've started a more visible chapter with the Golden Knights, the Raiders, the NFL Draft and potentially the Super Bowl. Never forget that Southern Nevada's success is not by accident — it's the result of sweat and investment, resiliency and resourcefulness, and a willingness to take risks. When someone tells us 'can't' or 'won't,' that's when Las Vegas doubles down."





Allegiant Stadium's proximity to Las Vegas Strip hotels will allow thousands of fans to walk to events.