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CONTACT:

McKinzie Cogswell –702.234.5307; mckinzie@ffwpr.com

Melissa Warren –702.528.6016 melissa@ffwpr.com

**FASHION SHOW DAZZLES KEY TRAVEL AGENTS FROM CHINA
WITH UNIQUE EVENT AND TOURISM PLATFORM**

Las Vegas has the privilege to host more than 200 key travel industry guests this week at a prestigious travel trade event coined *Active America China*. The event, produced by North American Journeys, enables 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 eager Chinese travelers planning trips to the U.S.

Fashion Show, Vegas' premier retail center located on the famed Las Vegas Strip that boasts more than 2 million square feet, 250-plus boutiques, seven department stores and more than 40 restaurants, seized the opportunity to showcase 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 that's unlike anything else in the world. The event, co-sponsored by the Las Vegas Convention & Visitor Authority (LVCVA), and sister property, Grand Canal Shoppes, is one of the many marketing strategies that both Fashion Show and Grand Canal Shoppes have implemented in an effort to increase awareness of the Vegas shopping destinations, increase visitation and retail and restaurant sales from Chinese tourists.

While international travelers have always been important to U.S. shopping centers, citing shopping as their number one preferred activity, 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.

According to consulting firm, Bain & Company, Chinese travelers have also become the world's biggest luxury spenders with 87 percent of Chinese travelers listing shopping as a primary travel activity. And for good reason. Designer goods in America are two to three times less expensive than in China, making the shopping experience even more important and desirable. These powerful statistics reinforce Fashion Show and Grand Canal Shoppes efforts for a targeted tourism platform dedicated to this international traveler.

“We recognize the potential economic impact on sales from this expanding in-bound market to Las Vegas,” said Janet LaFevre, senior marketing manager for Fashion Show and Grand Canal Shoppes. “We rolled out the red carpet this week to ensure all visitors have a great shopping and dining experience that’s remembered when they return home. And we hope to entice future customers to include Fashion Show and Grand Canal Shoppes on their Las Vegas itinerary when they come to the Entertainment Capital of the World to shop, dine and be entertained.”

Fashion Show and Grand Canal Shoppes work closely with China UnionPay, China’s largest financial company with more than 4 billion cardholders, many who use their UnionPay cards while shopping abroad. In addition, the centers have a marketing partnership with CTrip, an online travel agency similar to Expedia that books international travel from China to the U.S., Vegas included. Fashion Show and Grand Canal Shoppes will be featured on a dedicated CTrip platform called Shopping Chic, which promotes preferred shopping destinations to Chinese travelers booking travel on their website, in addition to other in-market digital campaigns such as Attract China. The centers continue to pioneer new international partnerships to continue to set them apart from other Strip retail competitors that aren’t as inviting to international groups.

This year, Fashion Show and Grand Canal Shoppes have also secured the services of marketing representatives in China through East-West Marketing. The notable agency has four offices located throughout China, which will promote the centers to travel professionals and consumers in China via trade shows, digital campaigns and social media - something no other Vegas retail center is doing.

“Las Vegas is an evolving city, and we need to ensure we continue to meet the growing demands of our international customers – specifically the Chinese. We are excited to have such a strong tourism platform and look forward to continuing to serve the international community,” stated LaFevre.

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 developing 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 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, Dooney & Bourke, Hervé Léger and Swarovski, create an unparalleled retail environment that includes a star-studded line-up of restaurants headed by famous celebrity chefs: Wolfgang Puck’s Postrio and 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.

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