



Photos courtesy Station Casinos, Inc.

The backyard pool area of Aliante is shown above. Aliante, located in North Las Vegas, features more than 200 rooms, six restaurants, an entertainment venue and a 16-screen cinema.

FRIENDLY NEIGHBOR

Aliante hotel an elegant addition in N. Las Vegas

BY ALEZA FREEMAN
Vegas.com

At 11:11 p.m., on the eleventh day of the eleventh month of the year, Station Casinos welcomed its newest family member, Aliante Station hotel and casino.

Seem like too many elevens to be merely coincidental? You can bet on it. "We strung all those elevens together," explained Aliante's Vice President and General Manager Joe Hasson, "because 11 can be a very lucky number in a casino."

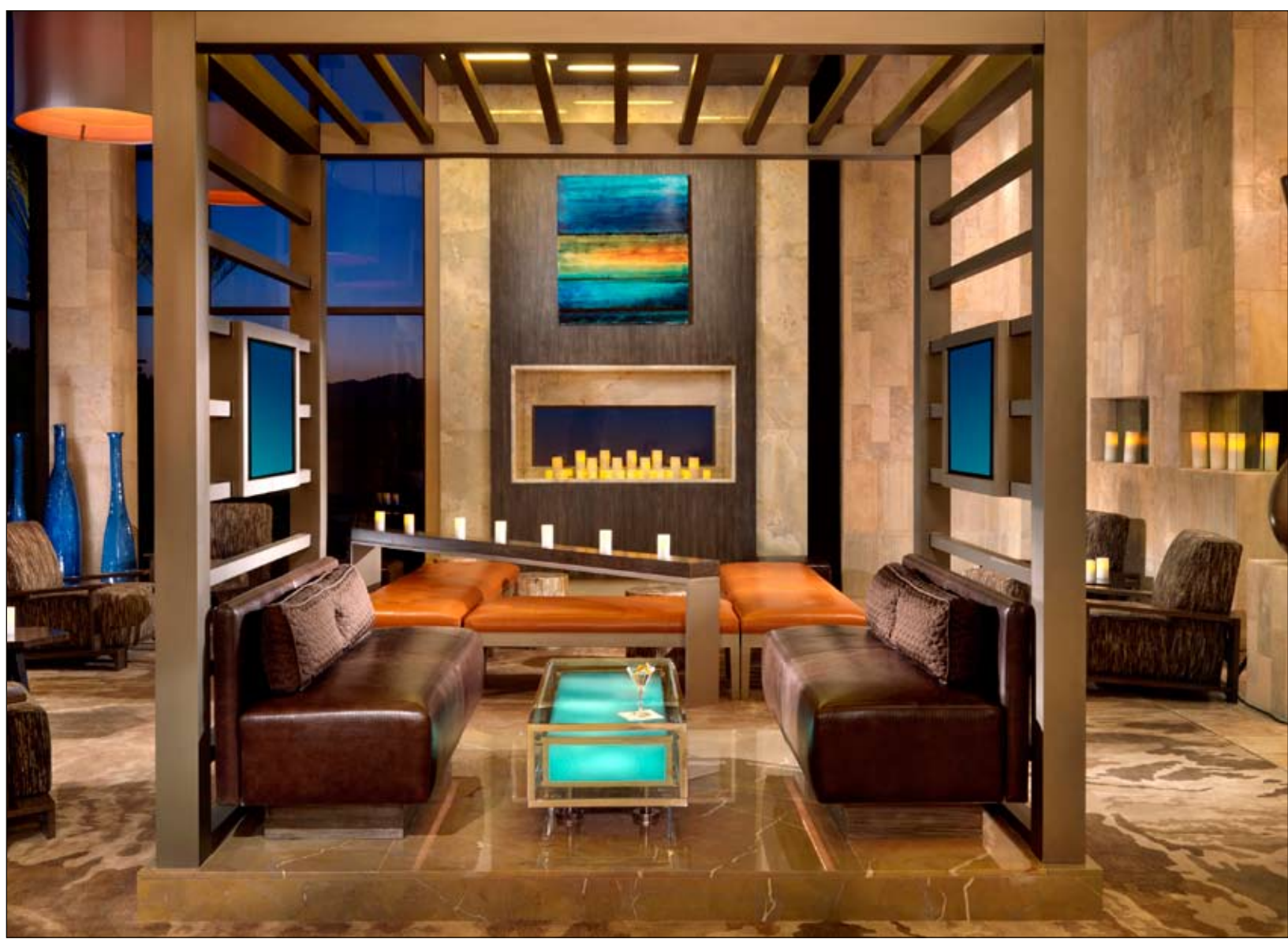
The strategy is already paying off. Only a few days after opening, someone hit a \$100,000 slot jackpot. "With many to follow, of course," said Hasson.

The addition of a premier hotel property in North Las Vegas has also been lucky for the community, bringing a casino, more than six restaurants, an entertainment venue and a 16-screen movie theater with stadium seating and IMAX capabilities to the neighborhood. A veteran at opening new hotels in the Las Vegas valley, Hasson formerly led the helm at Green Valley Ranch, another off-Strip resort, meant to serve the needs of both locals and tourists.

Drawing on earth tones like beige and muted orange, and spotted with some of the colors like blues and greens one might see in a Las Vegas sunset, the design of Aliante station borrows on concepts from Scottsdale, Ariz., and is intended to fit comfortably into the neighboring desert community.

"What we wanted to do was just bring a little piece of the Scottsdale desert to the Las Vegas desert," said Hasson. "We've taken the beauty of the desert surroundings here in North Las Vegas, and built something that really complements and supplements the community that we have the pleasure to be a part of. Largely when we build a project, we want to position it in way that our neighbors who are our most frequent and loyal guests are comfortable with what we build. So I think we did a good job of both complementing and fitting nicely into desert community we are a part of."

Thanks to clever architecture, the lengthy casino floor – featuring more than 2,500 slot machines, 40 table games, a poker room, high limit gaming and a race and sports book – appears to be devoid of columns, offering unencumbered sight lines. A



The pool and meeting space at Aliante Station are conveniently located off the lobby (above), making it easy for guests to avoid the casino crowds until they are ready to play.



The rooms at Aliante are decorated with all the modern conveniences of the finest hotels.

center bar, ETA Lounge, stands in the middle of the action. The casino perimeter is lined by the property's restaurants, such as MRKT seafood, Camachos Cantina and Pips Cucina & Wine Bar, as well as the 700-seat Access Showroom and the cinema. Parking is easy with more than 3,000 spaces in the garage and almost 2,000 more outside the garage.

"One of the things that Station Casinos are well known for is the convenience for which we try to make certain we add to every casino we build," said Hasson. "Local guests who are high frequency guests want to be

able to enjoy easy access, so regardless of where you park you're going to find easy access with seven public entrances that surround the entire resort. You can enter near whatever you are looking for, no different than going to a shopping mall and wanting to enter near a particular store."

The hotel itself features more than 200 rooms decorated in a contemporary style with all the modern conveniences of the finest hotels, such as flat screen televisions, wireless internet access, iPod connections and mini bars.

The Access Showroom marries a little bit of old school and little bit of

new school with theater-style seating and intimate booths, none more than 75 feet away from the stage. So far the showroom has featured performers like Sheryl Crow, Smokey Robinson and REO Speedwagon, while also offering swing dancing lessons.

"We have an eclectic lineup with a performer once or twice a month," said Hasson. "We'll cover every genre in that room, looking for what does the community and our guests really expect from us and what are they looking forward to, so by trying a lot of choices in that room we'll come to know what fits best."

About 14,000 square feet of meeting and banquet space accommodates meetings of up to 700 people. The space is privately tucked off the hotel lobby, near the resort's pool entrance, allowing conference attendees to avoid the casino if they so choose.

"When I think about the lodging choices in North Las Vegas, this is of course a premier hotel and I dare to say it is the finest hotel in North Las Vegas," said Hasson. "It is really meant to take care of anyone who has business, pleasure or traveling needs in this part of the valley."

Hasson also said he hopes the

neighboring community will turn to Aliante Station to accommodate their out-of-town guests.

"As you probably know, friends and family always find it convenient to come to Las Vegas. It's easy to get to, no matter where you live, and it's always fun to come to Vegas as well," said Hasson. "I know that personally when I have friends and family come to visit they're always welcome in my home for a brief period of time, and then I'm happy to find them a great hotel room. I certainly hope our neighbors think of us the same way. When they need lodging for anyone who is traveling from afar, we want to be the first choice to take care of their friends, family and colleagues."

The hotel is walking distance from the 18-hole championship course Aliante Golf Club, with easy access to Clark County Interstate 215 and Interstate 15. While its location in North Las Vegas may seem distant from the action of the Las Vegas Strip, Hasson says it's an easy drive.

"We're a 20 minute jaunt to the Strip, no different than if you were coming from anywhere else in the valley," he said. "[The interstates] make it a very easy hop to get there."