



**SAHARA Las Vegas
70-Year Anniversary Highlights
1952 – 2022**

- **1952** Developer Milton Prell opens the property on October 7; SAHARA welcomes Marilyn Monroe, Charlie McCarthy and Edgar Bergen for the filming of “The Edgar Bergen Show.”
- **1953** Sugar Ray Robinson visits SAHARA with his two young children; Marlene Dietrich performs on stage.
- **1954** SAHARA undergoes its first expansion, adding additional hotel rooms to the property.
- **1954** Louis Prima and wife Keely Smith open new act at SAHARA.
- **1955** Grace Kelly visits SAHARA; Elizabeth Taylor and Michael Wilding visit SAHARA.
- **1956** Doris Day visits SAHARA.
- **1958** Eleanor Roosevelt visits Las Vegas and SAHARA to speak on behalf of the United Nations.
- **1960** SAHARA adds new hotel tower to property; Filming begins for “Ocean’s Eleven” at SAHARA starring Dean Martin, Sammy Davis Jr. and Frank Sinatra; King of Rock ‘n’ Roll Elvis Presley arrives at SAHARA; Paul Anka visits SAHARA; George Burns and Ann-Margret perform at SAHARA.
- **1961** Steve Lawrence and Eydie Gorme open at SAHARA.
- **1962** San Francisco Avenue renamed as Sahara Avenue.
- **1962** Donn Beach opens a Don the Beachcomber tiki bar at SAHARA.
- **1963** SAHARA adds second brand-new hotel tower to the property.
- **1964:** The Beatles stay at SAHARA during their visit to Las Vegas to perform at the Las Vegas Convention Center.
- **1965** Judy Garland performs on stage at SAHARA; Don Rickles performs on stage at SAHARA.
- **1966** Liberace performs on stage at SAHARA; Liza Minnelli opens at SAHARA.
- **1967** Nancy Wilson opens at SAHARA; Johnny Carson performs at SAHARA.
- **1970** Flip Wilson and Kim Weston perform at SAHARA.
- **1972** Cher visits SAHARA.

- **1974** Miss World auditions take place at SAHARA.
- **1975** Barbi Benton, Hugh Hefner and Marty Robbins visit SAHARA.
- **1977** George Carlin performs on stage at SAHARA.
- **1978** World's first blackjack tournament hosted at SAHARA.
- **1983** George Burns, Tom Smothers, Carol Channing and Robert Goulet visit SAHARA; Sandy and Buddy Hackett visit SAHARA.
- **1985** Leroy Neiman, Phyllis Diller and Tommy Smothers visit SAHARA.
- **1988** SAHARA adds a third hotel tower.
- **1997** Construction of the SAHARA dome begins.
- **2006** SAHARA sign is moved to The Neon Museum in Downtown Las Vegas.
- **2011** The property undergoes renovations to become SLS Las Vegas.
- **2014** SLS Las Vegas opens to the public.
- **2017** Alex Meruelo and his company, Meruelo Gaming, announce the purchase of SLS Las Vegas.
- **2019** The property rebrands as SAHARA Las Vegas.
- **2022** SAHARA Las Vegas celebrates its 70th anniversary and completes a \$200 million renovation incorporating extraordinarily elegant design elements conceived by Nancy Paolino of Las Vegas-based Innovativo Design. The all-new SAHARA includes several eateries, including Noodle Den and Chickie's & Pete's, as well as the AZILO Ultra Pool and Ultra Lounge, a purpose-built theater for the popular MAGIC MIKE LIVE production, a spectacular porte-cochere fronting the Las Vegas Strip and James Beard Award-winning Chef Shawn McClain's Balla Italian Soul.

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