



# MEDIA KIT





# Adventure AWAITS

There's more to explore beyond the neon lights. Adventure awaits in just less than 100 miles away. See the approximate travel times and distances from the Las Vegas Strip below to help in planning your next vacay from your vacay.

## LAUGHLIN

📍 98.5 Mi.  
🕒 1 Hr. 35 Min.

## PRIMM/JEAN/GOODSPRINGS

📍 33.2 Mi.  
🕒 35 Min.

## MESQUITE

📍 85.5 Mi.  
🕒 1 Hr. 20 Min.

## BOULDER CITY

📍 28.1 Mi.  
🕒 30 Min.

## MOAPA VALLEY

📍 59 Mi.  
🕒 60 Min.

## HENDERSON

📍 17.7 Mi.  
🕒 30 Min.

## DOWNTOWN LAS VEGAS

📍 3.1 Mi.  
🕒 10 Min.

## MT. CHARLESTON

📍 42.6 Mi.  
🕒 55 Min.

## RED ROCK CANYON

📍 19.1 Mi.  
🕒 30 Min.



Enjoy

# ANNUAL EVENTS

## JANUARY

Hot Air Balloon Festival | Mesquite, NV  
Mesquite Motor Mania | Mesquite, NV

## FEBRUARY

Cactus Garden | Henderson, NV  
Dam Short Film Festival | Boulder City, NV

## MARCH

The MInt 400 | Primm, NV  
Boulder City Beerfest | Boulder City, NV  
St. Patrick's Day Parade & Festival | Henderson, NV

## APRIL

Laughlin Bullhead Air Show | Laughlin, NV  
Brewfest | Laughlin, NV  
Great Vegas Festival of Beer | Downtown LV, NV  
Clark County Fair & Rodeo | Logandale, NV

## MAY

Hellorado Days | Downtown LV, NV  
Mesquite Days | Mesquite, NV  
Boulder City Spring Jamboree | Boulder City, NV  
Best Dam Barbecue Challenge | Boulder City, NV

## JUNE

Chefs Food Fest | Laughlin, NV  
Running with the Devil | Blue Diamond, NV  
Mountain Fest | Lee Canyon, NV

## JULY

Damboree Celebration | Boulder City, NV  
Rockets Over the River | Laughlin, NV  
Rockets Over the Red Mesa | Mesquite, NV

## AUGUST

ET Full Moon Run | Rachel, NV  
Super Summer Theatre | Blue Diamond, NV

## SEPTEMBER

Life is Beautiful | Downtown LV, NV  
Casablanca Rib Fest | Mesquite, NV  
Super Run | Mesquite, NV  
Best Dam Wine Walk | Boulder City, NV

## OCTOBER

Art in the Park | Boulder City, NV  
Pride Parade & Festival | Downtown LV, NV  
RiSE Lantern Festival | Jean, NV

## NOVEMBER

UTV Legends Championship | Laughlin, NV  
Pomegranate Arts & Crafts Festival | Moapa Valley, NV

## DECEMBER

Santa's Electric Night Parade | Boulder City, NV  
Glittering Lights | North Las Vegas, NV



**Hot Air Balloon Festival, Mesquite**



Explore

# POINTS OF INTEREST

## **BOULDER CITY**

Historic Railroad Trail  
Nevada State Railroad Museum  
Boulder Dam Hotel & Museum  
Hoover Dam  
Nature Discovery Trail and Rock Garden

## **MESQUITE**

Gold Butte National Monument  
Camel Safari  
Mesquite Fine Arts Gallery  
Donkey History Museum  
Virgin Valley Heritage Museum  
Skydive Mesquite

## **JEAN/GOODSPRINGS/PRIMM**

Adrenaline Mountain  
Seven Magic Mountains  
Prizm Outlets  
Primm Valley Golf Club  
World's Largest Chevron  
Ivanpah Dry Lake Bed  
Pioneer Saloon

## **HENDERSON**

Lake Las Vegas  
Lifeguard Arena  
Water Street District

## **LAUGHLIN**

Laughlin Labyrinths  
Big Bend of the Colorado State Recreation Area  
Christmas Tree Pass  
Don Laughlin's Classic Car Collection  
Laughlin River Walk  
The Colorado River Museum  
Colorado River Heritage Park & Greenway Trails  
USS Riverside  
London Bridge Jet Boat Tours  
Florida Grecco Fine Art Gallery  
Grapevine Canyon Petroglyphs  
Mojave Resort Golf Club

## **MOAPA VALLEY**

Valley of Fire  
Moapa National Wildlife Refuge  
Logandale Trails  
Lost City Museum  
Moapa Valley Corn Maze (Fall)

## **DOWNTOWN LAS VEGAS**

Fremont Street Experience  
The Arts District  
Fremont East

## **LAS VEGAS & SURROUNDING AREAS**

Lee Canyon Ski & Snowboard Resort  
Red Rock Canyon National Recreation Area  
Spring Mountain Ranch State Park  
The Retreat on Charleston Peak  
Tule Springs Fossil Beds National Monument



**Historic Railroad Trail**

A hand holding a magnifying glass over a map of Gold Butte National Monument. The map shows a desert landscape with mountains and a river. The text on the map includes "NATIONAL CONSERVATION LANDS" and "Gold Butte National Monument".

# Discover LAS VEGAS TERRITORY

## WHAT IS LAS VEGAS TERRITORY?

Las Vegas Territory is a membership-based, non-profit organization established in 1984 by the Nevada Commission on Tourism (now known as Travel Nevada) and the support of the Las Vegas Convention and Visitors Authority (LVCVA). The purpose of the organization is to increase the number of first-time and returning visitors by creating an awareness of the outlying tourism entities, cultural activities, special events, scenic attractions, and the recreation and historical areas of Clark County, Nevada.

## WHERE IS LAS VEGAS TERRITORY?

Las Vegas Territory encompasses the southern region of the Silver State, and includes Boulder City, Downtown Las Vegas, Goodsprings, Henderson, Las Vegas, Laughlin, Jean, Mesquite, Moapa Valley, and Primm – and all of the cool places in between.

**Mesquite** is known for its eight championship golf courses and plenty of UTV trails. Its close proximity to southern Utah's National Parks makes it a great base camp to unpack your bags for overnight.

**Moapa Valley** features more than 200 mi. of recreational trails in the Logandale Trail System and is the perfect place to stay while exploring Valley of Fire and Gold Butte National Monument.

**Boulder City** was originally built to house workers of the nearby Boulder Dam (later renamed Hoover Dam). Small town life is well-preserved in this quaint town featuring museums, antiques, and dining.

**Laughlin** was originally built to house workers of the nearby Boulder Dam (later renamed Hoover Dam). Small town life is well-preserved in this quaint town featuring museums, antiques, and dining.

**Primm/Goodsprings/Jean** are a collection of small towns close to southern Nevada's border. Originally a hot spot for mining, today they serve as a popular rest stop between Las Vegas and California.

**Henderson** is the second largest city in Nevada. With miles of walking and biking trails, a bird preserve, and Lake Las Vegas, the city prides itself on small town values with big city efficiencies.

**Downtown Las Vegas** is where the neon lights of Las Vegas got their start. In the past decade the area has undergone a renaissance with the growth of The Arts District and Fremont East areas.



**Friends of Gold Butte**



Dig up

# KNOWLEDGE NUGGETS

## NOTEWORTHY NEVADA FACTS IN LAS VEGAS TERRITORY

- Whiskey Pete's Hotel & Casino is named for Pete Macintyre who owned a gas station at State Line. He was buried standing up in 1933 to watch over the place.
- In 1942 actress Carole Lombard died in a plane crash on Mt. Potosi. Clark Gable, Carole's husband at the time waited at the Pioneer Saloon in Goodsprings (11 miles from the crash site) for word from the search party. The saloon is said to be haunted.
- The Pioneer Saloon is the oldest bar in Clark County.
- After Hoover Dam opened, St. Thomas is a city in Moapa Valley that ceased to exist on June 11, 1938. The submerging of it underwater was an event residents traveled to watch. This ghost town emerged in 2002 due to the ongoing drought, and was designated a historic site.
- People who lived in St. Thomas would go "over to town" to shop, that's how Overton got its name.
- Moapa Valley has been inhabited since 1000 B.C., The Lost City Museum features artifacts representing prehistoric Ancestral Puebloans.
- In 1898 the town changed its name from Mesquite Flats to Mesquite.
- Petroglyphs at Grapevine Canyon outside of Laughlin date back 150-800 years.
- Don Laughlin completed and funded the construction of the Laughlin Bridge that connects Nevada with Arizona at a cost of 3.5 million. An estimated 30,000 residents and visitors cross it each day.
- The Golden Nugget Laughlin was originally called the Bobcat Club, named for a three-legged bobcat who visited the workers during construction.
- Don Laughlin's surname was bestowed on the town when a U.S. Postal Service inspector insisted he give it a name to obtain mail. The postal worker, who's surname was O'Neill, suggested Laughlin because it was a good Irish name.
- The Laughlin River Walk spans 1.6 Mi. in between the Colorado River and neighboring casino resorts.
- Wes Dufek created the Laughlin Labyrinths to help people find their peaceful center. There are nine total designs, each one inspired by a different concept.
- The Historic Railroad Trail is a 3.7 mi. long trail that snakes along Lake Mead through five railroad tunnels used to transport construction materials to the workers when building the Hoover Dam.
- Primm was originally known as State Line, but changed its name in 1996 to avoid confusion with Stateline in northern Nevada.



Lost City Museum/Sydney Martinez/Travel Nevada



# Share OUR STORY

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Desert Races** - Yes it's true Las Vegas has seen a boom in the addition of professional sports teams and events in recent years, but before that Nevada was known for it's vast stretches of land making it perfect for races. Here are just a few of the events that take place throughout the Las Vegas Territory:

- **The Mint 400** in Jean/Primm - The oldest and most prestigious off-road race in America. The Mint 400 features a car parade down the Las Vegas Strip, two day festival in Downtown Las Vegas, and two days of grueling off-road racing on a desolate and punishing 400-mile racecourse.
- **Las Vegas Motor Speedway** in North Las Vegas - This outdoor venue hosts several racing events throughout the year including NHRA and NASCAR.
- **Casey Folks Vegas to Reno** - This day-long off-road race starts in Primm, NV and ends in Reno, NV.
- **Silver State Classic** - Anyone age 18+ with a road-worthy vehicle can take part in this adrenaline pumping race which has contestants going a minimum of 95 mi. per hour. The race starts in Ely and goes to Las Vegas down a closed-off to the public section of Nevada 318 Highway.
- **UTV Legends Championship** - an off-road racing trifecta with motorcycles, UTVs and Quads races in Laughlin.

**Majestic Desert Golf** - You normally wouldn't think of going to a desert to golf, but there are more than 60 courses in the southern half of the state. several man-made championship courses that allow you to swing away amidst the majestic backdrop of the surrounding red rocks and mountains. Here's a few....

- **Wolf Creek Golf Club** in Mesquite, NV - This popular golf club is constantly ranked among the highest top public courses in the country and was even featured on EA Sports Tiger Woods and the Roy McIlroy PGA Tour video game.
- **Coyote Springs Golf Club** in Mesquite, NV - A Jack Nicklaus Signature Golf Course that is also consistently named among the top 100 public courses in the country.
- **Shadow Creek Golf Course** in North Las Vegas, NV - A Tom Fazio design, this exclusive golf course is consistently ranked as one of the best golf courses in the world. Shadow Creek is only open to invited guests staying at an MGM Resorts International property, but comes with world-class perks like private limo transportation to and from the course and a personal caddy.



### The Oasis Golf Club

**#6 Arnold Palmer's favorite signature hole on the Palmer Course.**



# Share OUR STORY (CONTINUED)

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Outlaws** - Part of the wild wild west, Nevada has had its fair share of outlaws and mobsters. Start your outlaw journey by visiting [The Mob Museum](#) to learn about the history of The Mob in Las Vegas. Nearby in Goodsprings, you can stop by [Adrenaline Mountain](#) to shoot the same style of guns that the outlaws used to use. From TV to real life, Adrenaline Mountain has a variety of guns to let you shoot your shot. After, be sure to take a step back into history walking into [The Pioneer Saloon](#) where real outlaws used to whet their whistle. It's said to be haunted by people who have died there, and you can even still see the bullet hole in the bar from a card game gone wrong.

**Ghost Adventures** - Las Vegas is no stranger to ghost stories, but out in the deserted ghost towns of Nevada is where the real ghoulish fun begins. There are ghost towns to explore just a hop, skip and a jump away from Las Vegas including:

- **Nelson** (46.4 mi.) - Originally called Eldorado, Nelson features the oldest, richest, and most famous gold mine in Nevada - Techatticup mine. The mine has been featured in everything from movies like "3,000 Miles to Graceland" and the popular video game "Fallout:Las Vegas." Surprisingly, Nelson is a popular place for weddings.
- **Goodsprings** (33.2 Mi.) - Goodsprings is one of the last living ghost towns in Southern Nevada. Once populated by thousands of people during the mining rush of the early 1900's, the population has dwindled down to around 200. Worth a visit for beautiful hiking opportunities, a visit to the old cemetery, and Southern Nevada's oldest bar - The Pioneer Saloon.
- **St. Thomas** (64.7 Mi.) - Once the major stopping point between Los Angeles and Salt Lake City, St. Thomas became the "Lost City" when Lake Mead first filled up in the 1930's. Water flooded higher than 60 feet above the tallest structure. Now due to the ongoing drought, water levels have dropped once again revealing the structures of the past. Visitors are able to access it by a dirt road.



**Pioneer Saloon, Goodsprings**



# Share OUR STORY (CONTINUED)

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Extreme Adventures** - Adrenaline junkies can get their fix at several extreme adventures throughout the Las Vegas Territory.

- **Adrenaline Mountain** - True to its name, this 400-acre outdoor area will get your adrenaline pumping with experiences like UTV/ATVing in the desert, shooting a handgun and sniper rifle, driving a monster truck, crushing and moving objects with an excavator, throwing axes, tomahawks, and knives, or shooting bows and arrows. Great for bachelor and bachelorette fun!
- Take your adventure to the air with sky diving experiences from **Fyrocitiy** in Overton, **Sin City Sky Diving** in Jean, **Sky Dive Las Vegas** in Boulder City,
- **Las Vegas Rock Crawlers** - Explore Nevada's desert landscape like you've never done before - behind the wheels of a Jeep. While the tour is guided, you're the one doing the driving as you scale the rocks and mountains that make up Southern Nevada scenic views.
- Those who prefer to stay on the road, but still have a need for speed can get behind the wheel at unique high-speed driving experiences like **SpeedVegas** in Henderson, **Exotics Racing** and **The Richard Pretty Driving Experience** in North Las Vegas.
- Rev up for an off-road racing experience in the desert from **Las Vegas Outdoor Adventures** or rip it up with **SunBuggy Las Vegas ATV Tours**.
- Soak up the beauty of desert and let the adrenaline kick in with a low profile open aired slingshot rental in Las Vegas and Laughlin.





# Share OUR STORY (CONTINUED)

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Outdoor Adventures** - Go from neon to nature with experiences for every age and activity level.

- **Hiking** - There are more than 185 hiking trails in Las Vegas area alone, let alone the other areas of the territory. From easily, family-friendly hikes like the **Historic Railroad Trail** that takes you from Boulder City to Hoover Dam, to summiting one of southern Nevada's peaks.
- **Kayaking** - The nearby **Colorado River** and **Lake Mead** offer plenty of opportunities for kayaking and water adventures. We've got plenty of local experts who can take you on guided tours.
- **Stargazing** - Nevada offers some of the darkest skies for stargazing. For those willing to travel to mid and northern Nevada, you'll find 14 designated dark skies areas to enjoy, but you don't have to travel that far to see the stars. **Las Vegas Astronomical Society** hosts monthly stargazing events at nearby state parks, and **Valley of Fire** hosts full and new moon hikes. Plus the views can't be beat at **Gold Butte National Monument** or **Mt. Charleston**.
- **Rock Climbing** - Belay on at one of **Nevada's more than 300 mountain ranges**, several of which are a short drive away from Las Vegas. **Red Rock Canyon** and **Mt. Charleston** offer two of the most popular rock climbing destinations near Las Vegas.
- **Hot Springs** - Relax and take a dip in one of Southern Nevada's hot springs - **Rogers Spring** & **Blue Point Spring** in Lake Mead near Moapa Valley, or **Gold Strike** in Boulder City.
- **Biking** - Mountain biking trails are plenty throughout Southern Nevada, but **Bootleg Canyon Mountain Bike Trails** is one of the best destinations nationwide, hosting hosts racing events.

**Foodie's Guide to the Las Vegas Territory** - The Las Vegas Strip is known for its collection of celebrity chef restaurants, but there is a whole other culinary scene erupting off-strip that is not to be ignored.

- **Foodie Tours** - Las Vegas' local dining scene is curated by nationally renowned and James Beard award-winning chefs. You can look these restaurants up on your own, or take one of expertly crafted foodie tours available that feature a bite and a sip at some of the top dining destinations in town from The Strip to The Arts District, Chinatown, and Henderson.
- **Beer Tours** - Similar to the foodie tours, there are a few companies that will take you on a guided tour of Las Vegas' craft beer scene from Brewery Row and Fremont areas to Henderson's Artisan Booze District and Water Street District.





# Share OUR STORY (CONTINUED)

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Las Vegas' Budding Craft Beer Scene** - Within the last decade Las Vegas has seen a huge increase in quality breweries popping up all over town. There are several areas with multiple breweries within walking distance of each other that should not be missed!

- **Downtown Las Vegas** features several breweries near Fremont Street Experience as well as a newly designated "Brewery Row" on Main Street in the Arts District.
- **Henderson** has two hot spots for brews - the Artisan Booze District and Water Street District.
- **North Las Vegas** is new to the brewery scene with the opening of North 5th Brewing Co. in 2021.
- **Boulder City** boasts two craft options - Boulder Dam Brewing Co. and Beer Zombies taproom.
- Plus, lovers of a fine **mead** will be excited to know both Henderson and Pahrump have a meadery.
- Annual events to look out for: **Great Vegas Festival of Beer**, **Springs Preserve Blues & Brews Festival**, **Boulder City Brewfest**, **Downtown Brew Festival**.

**Desert Distilleries** - Whether it was Whiskey Pete crafting his illegal moonshine in the caves near Primm, or mobster-made spirits during the prohibition era, Las Vegas has been no stranger to the craft of distilling. Here are just a few places where you can go straight to the source to wet your whistle.

- **The Mob Museum** has dedicated an entire exhibit to telling the tales of bootleggers, rumrunners, and government agents that tried to take take down the mob's spirit making operations during the prohibition era. **The Underground Speak Easy & Distillery** features a working still that makes moonshine, which you can sample, or purchase, on-site.
- **Pioneer Saloon** - Owner Stephen Staats goes by **Old Man Liver** and even sells his own brand of whiskey by the same name at Pioneer Saloon.
- **Lost Spirits Distillery** - Located inside **Area 15**, Lost Spirits Distillery provides a rum tasting experience unlike any other. Journey through a labyrinth of theatre sets featuring cirque-like performances. Each stop features a rum sampling of one of the spirits distilled on-site.
- **H&C Distillery** - Makes the nationally loved brand **Smoke Wagon Whiskey**. As Las Vegas' biggest claim to whiskey fame, we patiently wait for them to start in 2024 at the distillery's new location.
- **Las Vegas Distillery** - Nevada's first legal distillery recently changed ownership and is undergoing renovations. We look forward to when this piece of history reopens in Henderson.





# Share OUR STORY (CONTINUED)

## STORY IDEAS IN THE LAS VEGAS TERRITORY

**Weddings** - More than 120,000 weddings take place in Las Vegas every year, making it the wedding capital of the world. But if the thought of saying "I Do" on the Las Vegas Strip makes you want to say "I Don't", here's a roundup of beautiful places to plan your perfect day.

- **Mt. Charleston** offers a lush green wooded backdrop in the Spring/Summer and Winter Wonderland in Fall/Winter.
- **Tule Springs/Floyd Lamb Park** is a year-round blossoming beauty flush with flora and fauna.
- **Seven Magic Mountains** is perfect for those who appreciate art and want a truly unique experience.
- **Valley of Fire & Red Rock Canyon** both offer stunning desert landscapes with radiant red rocks that really make the couple a focal point in photos.
- **Camel Safari** in Mesquite offers a 176 acre unique, worldly wedding experience.
- **Eldorado Mine/Nelson Ghost Town** offers a more rustic wedding experience.

**Art in the Desert** - Art lovers could plan a trip to Las Vegas just to view the art and never get bored. In addition to the luxury art galleries on the Strip, step away to find some more local inspiration. From smaller art galleries including **City Lights Art Gallery** in Henderson, **Boulder City Art Guild & Gallery** to free public art installations such as **Seven Magic Mountains** in Jean, **Prizm Outlets** public art murals in Primm, and the public art murals that span across **The Arts District** and **Fremont East**, one could spend days admiring the art scene in Las Vegas. Plus, don't miss out on **First Friday**, Las Vegas' premier monthly art festival that takes place in Downtown Las Vegas on the first Friday of every month.





# Get THE SCOOP

Contact us at  
[websites@lasvegasterritory.com](mailto:websites@lasvegasterritory.com)  
for additional resources.

*Adventure awaits*



@lvterritory

