

SHOWBOAT HOTEL AND CASINO LAS VEGAS

SHOWBOAT HOTEL AND CASINO LAS VEGAS HOLDS A UNIQUE PLACE IN THE HISTORY AND DEVELOPMENT OF LAS VEGAS'S VIBRANT HOSPITALITY AND GAMING INDUSTRY. KNOWN FOR ITS BLEND OF ENTERTAINMENT, LODGING, AND GAMING OPTIONS, THE SHOWBOAT HAS SERVED AS A NOTABLE DESTINATION FOR VISITORS SEEKING A CLASSIC VEGAS EXPERIENCE COMBINED WITH MODERN AMENITIES. THIS ARTICLE EXPLORES THE ORIGINS, AMENITIES, ENTERTAINMENT OFFERINGS, AND THE EVOLVING ROLE OF THE SHOWBOAT HOTEL AND CASINO IN LAS VEGAS. ADDITIONALLY, IT HIGHLIGHTS THE PROPERTY'S IMPACT ON LOCAL TOURISM AND ITS ADAPTABILITY IN A COMPETITIVE MARKET. READERS WILL GAIN COMPREHENSIVE INSIGHT INTO WHAT MAKES THE SHOWBOAT A DISTINCT PART OF LAS VEGAS'S HOSPITALITY LANDSCAPE. THE FOLLOWING TABLE OF CONTENTS OUTLINES THE KEY AREAS COVERED IN THIS DETAILED OVERVIEW.

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- CASINO AND GAMING EXPERIENCE
- ENTERTAINMENT AND DINING OPTIONS
- LOCATION AND ACCESSIBILITY
- RECENT DEVELOPMENTS AND FUTURE PROSPECTS

HISTORY AND BACKGROUND OF SHOWBOAT HOTEL AND CASINO LAS VEGAS

THE SHOWBOAT HOTEL AND CASINO LAS VEGAS FIRST OPENED ITS DOORS IN 1954, ESTABLISHING ITSELF AS A FAMILY-FRIENDLY RESORT THAT STOOD APART FROM THE MORE ADULT-ORIENTED CASINOS ON THE STRIP. ORIGINALLY LOCATED ON THE BOULDER HIGHWAY, THE SHOWBOAT WAS DESIGNED TO ATTRACT LOCALS AND TOURISTS SEEKING A MORE RELAXED, AFFORDABLE GAMING AND LODGING ALTERNATIVE. OVER THE DECADES, IT UNDERWENT SEVERAL RENOVATIONS AND OWNERSHIP CHANGES, ADAPTING TO THE EVOLVING DEMANDS OF THE LAS VEGAS MARKET. ITS LEGACY INCLUDES HOSTING VARIOUS ENTERTAINMENT ACTS AND CONTRIBUTING TO THE GROWTH OF OFF-STRIP GAMING OPTIONS. THE HISTORY OF THE SHOWBOAT REFLECTS THE BROADER TRENDS IN LAS VEGAS'S HOSPITALITY AND GAMING SECTORS, SHOWCASING RESILIENCE AND INNOVATION.

EARLY YEARS AND DEVELOPMENT

IN ITS EARLY YEARS, THE SHOWBOAT POSITIONED ITSELF AS A FAMILY-FRIENDLY VENUE, FOCUSING ON AMENITIES THAT CATERED TO BOTH ADULTS AND CHILDREN. THIS APPROACH DISTINGUISHED IT FROM MANY OTHER LAS VEGAS CASINOS, WHICH PRIMARILY TARGETED GAMBLERS AND NIGHTLIFE ENTHUSIASTS. THE PROPERTY INCLUDED A BOWLING ALLEY, A POPULAR FEATURE THAT ATTRACTED LOCAL RESIDENTS AS WELL AS VISITORS. THIS COMBINATION OF ENTERTAINMENT AND GAMING MADE THE SHOWBOAT A COMMUNITY HUB DURING THE MID-20TH CENTURY.

OWNERSHIP TRANSITIONS

THROUGHOUT ITS OPERATIONAL LIFE, THE SHOWBOAT HOTEL AND CASINO LAS VEGAS CHANGED HANDS MULTIPLE TIMES. EACH NEW OWNER BROUGHT DIFFERENT STRATEGIES TO ENHANCE THE PROPERTY'S APPEAL AND COMPETITIVENESS. NOTABLY, IN THE 2000s, THE CASINO UNDERWENT RENOVATIONS AIMED AT MODERNIZING ITS FACILITIES WHILE PRESERVING ITS UNIQUE CHARM. THESE OWNERSHIP TRANSITIONS PLAYED A PIVOTAL ROLE IN SHAPING THE SHOWBOAT'S CURRENT IDENTITY WITHIN THE LAS VEGAS HOSPITALITY MARKET.

ACCOMMODATIONS AND AMENITIES

THE SHOWBOAT HOTEL AND CASINO LAS VEGAS OFFERS A VARIETY OF ACCOMMODATIONS DESIGNED TO MEET DIVERSE GUEST PREFERENCES AND BUDGETS. ROOMS AND SUITES ARE EQUIPPED WITH ESSENTIAL AMENITIES THAT PROVIDE COMFORT AND CONVENIENCE FOR BOTH SHORT-TERM VISITORS AND EXTENDED STAYS. THE PROPERTY'S AMENITIES EXTEND BEYOND TYPICAL LODGING FEATURES, INCORPORATING RECREATIONAL FACILITIES AND SERVICES THAT ENHANCE THE OVERALL GUEST EXPERIENCE.

ROOM TYPES AND FEATURES

GUESTS CAN CHOOSE FROM STANDARD ROOMS, DELUXE SUITES, AND SPECIALTY ACCOMMODATIONS THAT INCLUDE SPACIOUS LAYOUTS AND UPGRADED FURNISHINGS. EACH ROOM IS DESIGNED TO PROVIDE A COMFORTABLE RETREAT WITH MODERN CONVENIENCES SUCH AS HIGH-SPEED INTERNET, FLAT-SCREEN TELEVISIONS, AND IN-ROOM COFFEE MAKERS. THE EMPHASIS ON COMFORT AND VALUE MAKES THE SHOWBOAT AN ATTRACTIVE OPTION FOR TRAVELERS SEEKING AFFORDABLE YET QUALITY ACCOMMODATIONS.

ADDITIONAL AMENITIES

BEYOND THE ROOMS, THE SHOWBOAT OFFERS A RANGE OF AMENITIES INCLUDING A SWIMMING POOL, FITNESS CENTER, AND A FULL-SERVICE SPA. THESE FACILITIES CONTRIBUTE TO A WELL-ROUNDED GUEST EXPERIENCE, ACCOMMODATING LEISURE AND WELLNESS NEEDS. THE HOTEL ALSO FEATURES CONFERENCE AND EVENT SPACES SUITABLE FOR BUSINESS MEETINGS AND SOCIAL GATHERINGS, DEMONSTRATING VERSATILITY IN ITS SERVICE OFFERINGS.

CASINO AND GAMING EXPERIENCE

THE GAMING FLOOR AT THE SHOWBOAT HOTEL AND CASINO LAS VEGAS PROVIDES A DIVERSE SELECTION OF CASINO GAMES CATERING TO BOTH CASUAL PLAYERS AND SERIOUS GAMBLERS. THE CASINO MAINTAINS A WELCOMING ATMOSPHERE WITH AN EMPHASIS ON CUSTOMER SERVICE AND ACCESSIBILITY. IT CONTINUES TO BE A FAVORED DESTINATION FOR THOSE LOOKING TO ENJOY A TRADITIONAL LAS VEGAS GAMING EXPERIENCE OFF THE MAIN STRIP.

GAME SELECTION

THE CASINO FEATURES A VARIETY OF GAMING OPTIONS INCLUDING SLOT MACHINES, VIDEO POKER, TABLE GAMES SUCH AS BLACKJACK, POKER, ROULETTE, AND CRAPS. THIS BROAD SPECTRUM OF GAMES ENSURES THAT VISITORS WITH DIFFERENT PREFERENCES AND SKILL LEVELS CAN FIND SUITABLE ENTERTAINMENT. THE SHOWBOAT ALSO PERIODICALLY HOSTS POKER TOURNAMENTS AND SPECIAL GAMING EVENTS TO ENGAGE ITS PATRONS.

PLAYER REWARDS AND PROMOTIONS

THE SHOWBOAT OFFERS A PLAYER REWARDS PROGRAM DESIGNED TO INCENTIVIZE FREQUENT GAMING AND ENHANCE CUSTOMER LOYALTY. REGULAR PROMOTIONS, INCLUDING MATCH PLAY OFFERS, FREE SLOT PLAY, AND DISCOUNTED DINING, ARE PART OF THE CASINO'S STRATEGY TO ATTRACT AND RETAIN GUESTS. THESE MARKETING EFFORTS CONTRIBUTE TO A DYNAMIC GAMING ENVIRONMENT THAT BENEFITS BOTH THE PROPERTY AND ITS VISITORS.

ENTERTAINMENT AND DINING OPTIONS

ENTERTAINMENT HAS ALWAYS BEEN A CORNERSTONE OF THE SHOWBOAT HOTEL AND CASINO LAS VEGAS EXPERIENCE. OVER THE YEARS, IT HAS FEATURED A VARIETY OF LIVE PERFORMANCES, FROM MUSIC ACTS TO COMEDY SHOWS, CATERING TO DIVERSE AUDIENCES. DINING OPTIONS AT THE SHOWBOAT COMPLEMENT THE ENTERTAINMENT OFFERINGS, PROVIDING GUESTS WITH A RANGE OF CULINARY CHOICES.

LIVE SHOWS AND EVENTS

THE SHOWBOAT HAS HOSTED NUMEROUS ENTERTAINERS AND EVENTS, ESTABLISHING ITSELF AS A VENUE FOR QUALITY LIVE ENTERTAINMENT. THE INTIMATE SETTING ALLOWS FOR A MORE PERSONAL CONNECTION BETWEEN PERFORMERS AND AUDIENCES. THIS FOCUS ON ENTERTAINMENT ENHANCES THE OVERALL APPEAL OF THE PROPERTY AND OFFERS GUESTS AN ENGAGING ALTERNATIVE TO GAMING.

RESTAURANTS AND BARS

THE DINING VENUES AT THE SHOWBOAT INCLUDE CASUAL EATERIES, BUFFET OPTIONS, AND BARS THAT SERVE A VARIETY OF FOOD AND BEVERAGE CHOICES. THE MENUS OFTEN FEATURE CLASSIC AMERICAN CUISINE ALONGSIDE INTERNATIONAL DISHES, ACCOMMODATING DIVERSE TASTES. ADDITIONALLY, THE BARS PROVIDE A RELAXED ATMOSPHERE FOR SOCIALIZING AND ENJOYING COCKTAILS, COMPLEMENTING THE CASINO'S LIVELY ENVIRONMENT.

LOCATION AND ACCESSIBILITY

SITUATED ON BOULDER HIGHWAY, THE SHOWBOAT HOTEL AND CASINO LAS VEGAS ENJOYS A STRATEGIC LOCATION THAT APPEALS TO BOTH LOCAL RESIDENTS AND TOURISTS SEEKING ALTERNATIVES TO THE BUSY STRIP. ITS ACCESSIBILITY AND PROXIMITY TO MAJOR HIGHWAYS MAKE IT CONVENIENT FOR VISITORS TRAVELING BY CAR. THE LOCATION ALSO ALLOWS THE PROPERTY TO SERVE AS A GATEWAY TO OTHER ATTRACTIONS IN THE LAS VEGAS METROPOLITAN AREA.

TRANSPORTATION OPTIONS

THE SHOWBOAT IS ACCESSIBLE VIA MULTIPLE TRANSPORTATION METHODS, INCLUDING CAR RENTALS, TAXIS, AND PUBLIC TRANSIT. AMPLE PARKING IS AVAILABLE ON-SITE, WHICH IS A SIGNIFICANT ADVANTAGE FOR GUESTS WHO PREFER TO DRIVE. THE PROPERTY'S LOCATION NEAR KEY HIGHWAYS FACILITATES EASY TRAVEL TO AND FROM THE LAS VEGAS STRIP, DOWNTOWN LAS VEGAS, AND SURROUNDING NEIGHBORHOODS.

NEARBY ATTRACTIONS

IN ADDITION TO ITS OWN AMENITIES, THE SHOWBOAT IS CLOSE TO SEVERAL NOTABLE ATTRACTIONS SUCH AS LOCAL SHOPPING CENTERS, GOLF COURSES, AND RECREATIONAL PARKS. THIS PROXIMITY ENHANCES THE APPEAL OF THE HOTEL AND CASINO FOR GUESTS INTERESTED IN EXPLORING BEYOND GAMING AND ENTERTAINMENT. THE LOCATION THUS SUPPORTS A BROAD RANGE OF VISITOR INTERESTS AND ACTIVITIES.

RECENT DEVELOPMENTS AND FUTURE PROSPECTS

THE SHOWBOAT HOTEL AND CASINO LAS VEGAS HAS UNDERGONE RECENT CHANGES AIMED AT REVITALIZING THE PROPERTY AND EXPANDING ITS MARKET PRESENCE. THESE DEVELOPMENTS REFLECT THE BROADER TRENDS IN THE LAS VEGAS HOSPITALITY INDUSTRY, WHERE INNOVATION AND DIVERSIFICATION ARE KEY TO SUSTAINED SUCCESS. THE FUTURE PROSPECTS OF THE SHOWBOAT INVOLVE POTENTIAL RENOVATIONS, NEW ENTERTAINMENT CONCEPTS, AND STRATEGIC PARTNERSHIPS TO ENHANCE ITS COMPETITIVE EDGE.

RENOVATION AND MODERNIZATION EFFORTS

RECENT RENOVATION PROJECTS HAVE FOCUSED ON UPGRADING GUEST ROOMS, MODERNIZING THE CASINO FLOOR, AND IMPROVING DINING FACILITIES. THESE EFFORTS ARE DESIGNED TO ATTRACT A NEW GENERATION OF VISITORS WHILE RETAINING THE LOYAL CUSTOMER BASE. EMPHASIS ON TECHNOLOGY INTEGRATION AND ENHANCED GUEST SERVICES IS A CENTRAL COMPONENT OF THE MODERNIZATION STRATEGY.

EXPANSION PLANS AND MARKET POSITIONING

PLANS FOR EXPANSION INCLUDE POTENTIAL ADDITIONS TO ENTERTAINMENT VENUES AND THE INTRODUCTION OF NEW GAMING EXPERIENCES. THE SHOWBOAT AIMS TO POSITION ITSELF AS A PREMIER OFF-STRIP DESTINATION THAT OFFERS A UNIQUE COMBINATION OF AFFORDABILITY, QUALITY, AND ENTERTAINMENT. BY ADAPTING TO CHANGING MARKET DEMANDS, THE PROPERTY SEEKS TO MAINTAIN ITS RELEVANCE IN THE COMPETITIVE LAS VEGAS LANDSCAPE.

- RICH HISTORY AS A FAMILY-FRIENDLY AND LOCAL-FOCUSED CASINO
- DIVERSE ACCOMMODATIONS WITH MODERN AMENITIES
- COMPREHENSIVE GAMING OPTIONS AND PLAYER REWARDS
- VARIED ENTERTAINMENT AND DINING EXPERIENCES
- STRATEGIC LOCATION WITH EXCELLENT ACCESSIBILITY
- ONGOING RENOVATIONS AND FUTURE GROWTH INITIATIVES

FREQUENTLY ASKED QUESTIONS

WHAT IS THE HISTORY OF THE SHOWBOAT HOTEL AND CASINO IN LAS VEGAS?

THE SHOWBOAT HOTEL AND CASINO IN LAS VEGAS ORIGINALLY OPENED IN 1954. IT WAS KNOWN FOR ITS BOWLING ALLEY AND FAMILY-FRIENDLY ATMOSPHERE BEFORE CLOSING IN 2000. THE PROPERTY HAS UNDERGONE SEVERAL REDEVELOPMENT PLANS SINCE THEN.

IS THE SHOWBOAT HOTEL AND CASINO CURRENTLY OPEN IN LAS VEGAS?

NO, THE SHOWBOAT HOTEL AND CASINO IN LAS VEGAS IS CURRENTLY CLOSED. THE PROPERTY WAS CLOSED IN 2000 AND HAS BEEN SUBJECT TO VARIOUS REDEVELOPMENT PROPOSALS BUT HAS NOT REOPENED AS A CASINO.

WHERE WAS THE SHOWBOAT HOTEL AND CASINO LOCATED IN LAS VEGAS?

THE SHOWBOAT HOTEL AND CASINO WAS LOCATED ON THE LAS VEGAS STRIP AT 4500 WEST TROPICANA AVENUE, NEAR THE SOUTHERN END OF THE STRIP.

WHAT MADE THE SHOWBOAT HOTEL AND CASINO UNIQUE COMPARED TO OTHER LAS VEGAS CASINOS?

THE SHOWBOAT WAS UNIQUE FOR ITS FAMILY-FRIENDLY ENVIRONMENT, FEATURING A LARGE BOWLING ALLEY AND AVOIDING THE TYPICAL ADULT-CENTRIC CASINO VIBE. IT WAS ONE OF THE FEW CASINOS CATERING TO FAMILIES IN LAS VEGAS DURING ITS OPERATION.

ARE THERE ANY CURRENT REDEVELOPMENT PLANS FOR THE SHOWBOAT HOTEL AND CASINO SITE?

AS OF RECENT REPORTS, THERE HAVE BEEN PROPOSALS TO REDEVELOP THE SHOWBOAT SITE INTO A NEW HOTEL AND CASINO OR OTHER COMMERCIAL PROJECTS, BUT NO CONFIRMED CONSTRUCTION HAS BEGUN YET.

DID THE SHOWBOAT HOTEL AND CASINO HOST ANY NOTABLE EVENTS OR ENTERTAINMENT?

THE SHOWBOAT WAS KNOWN FOR ITS BOWLING TOURNAMENTS AND FAMILY-ORIENTED ENTERTAINMENT RATHER THAN MAJOR HEADLINE SHOWS, SETTING IT APART FROM OTHER LAS VEGAS RESORTS.

WHO OWNED THE SHOWBOAT HOTEL AND CASINO DURING ITS OPERATION?

THE SHOWBOAT WAS ORIGINALLY DEVELOPED BY WILLIAM J. MOORE AND LATER OWNED BY HARRAH'S ENTERTAINMENT BEFORE CLOSING IN 2000.

WHAT AMENITIES WERE AVAILABLE AT THE SHOWBOAT HOTEL AND CASINO?

THE SHOWBOAT FEATURED A CASINO, HOTEL ROOMS, A LARGE BOWLING ALLEY, MULTIPLE DINING OPTIONS, AND A POOL, CATERING TO FAMILIES AND CASUAL VISITORS.

WHY DID THE SHOWBOAT HOTEL AND CASINO CLOSE IN LAS VEGAS?

THE SHOWBOAT CLOSED DUE TO INCREASED COMPETITION ON THE LAS VEGAS STRIP AND A SHIFT IN THE MARKET AWAY FROM FAMILY-FRIENDLY CASINOS, LEADING TO DECLINING PROFITABILITY.

ADDITIONAL RESOURCES

1. *SHOWBOAT LAS VEGAS: A LEGACY ON THE STRIP*

THIS BOOK EXPLORES THE RICH HISTORY OF THE SHOWBOAT HOTEL AND CASINO, FROM ITS OPENING IN 1954 TO ITS TRANSFORMATION OVER THE DECADES. IT DELVES INTO THE UNIQUE FAMILY-FRIENDLY ATMOSPHERE THAT SET IT APART FROM OTHER LAS VEGAS RESORTS. READERS WILL FIND DETAILED ACCOUNTS OF ITS ROLE IN THE COMMUNITY AND ITS INFLUENCE ON THE LOCAL ENTERTAINMENT SCENE.

2. *THE RISE AND FALL OF SHOWBOAT CASINO*

A COMPREHENSIVE LOOK AT THE ECONOMIC AND SOCIAL FACTORS THAT LED TO THE EVENTUAL CLOSURE OF THE SHOWBOAT HOTEL AND CASINO. THE BOOK COVERS THE CASINO'S PEAK YEARS, COMPETITION WITH LARGER RESORTS, AND THE CHALLENGES FACED IN MAINTAINING RELEVANCE IN A RAPIDLY EVOLVING LAS VEGAS MARKET. IT ALSO DISCUSSES THE BROADER IMPLICATIONS FOR MID-SIZED CASINOS IN THE CITY.

3. *SHOWBOAT MEMORIES: STORIES FROM LAS VEGAS' CLASSIC RESORT*

THIS COLLECTION OF PERSONAL STORIES AND ANECDOTES FROM EMPLOYEES, GUESTS, AND ENTERTAINERS PROVIDES AN INTIMATE GLIMPSE INTO THE EVERYDAY LIFE AT THE SHOWBOAT. FROM BEHIND-THE-SCENES TALES TO MEMORABLE EVENTS, THE BOOK CAPTURES THE SPIRIT OF THE HOTEL AND THE PEOPLE WHO MADE IT SPECIAL. IT OFFERS A NOSTALGIC LOOK AT A BYGONE ERA OF LAS VEGAS.

4. *CASINO ARCHITECTURE: THE DESIGN OF SHOWBOAT LAS VEGAS*

FOCUSING ON THE ARCHITECTURAL ELEMENTS AND DESIGN PHILOSOPHY BEHIND THE SHOWBOAT HOTEL AND CASINO, THIS BOOK HIGHLIGHTS HOW THE RESORT BLENDED FUNCTIONALITY WITH A WELCOMING ENVIRONMENT. IT INCLUDES RARE PHOTOGRAPHS, BLUEPRINTS, AND INTERVIEWS WITH THE ARCHITECTS AND DESIGNERS. THE BOOK ALSO COMPARES SHOWBOAT'S DESIGN TO OTHER ICONIC CASINOS ON THE STRIP.

5. *SHOWBOAT AND THE EVOLUTION OF FAMILY-FRIENDLY VEGAS*

THIS BOOK EXAMINES HOW THE SHOWBOAT PIONEERED THE CONCEPT OF FAMILY-FRIENDLY ENTERTAINMENT IN LAS VEGAS, OFFERING ATTRACTIONS AND AMENITIES THAT APPEALED TO ALL AGES. IT DISCUSSES THE MARKETING STRATEGIES AND THE IMPACT THIS APPROACH HAD ON THE CITY'S TOURISM INDUSTRY. THE NARRATIVE ALSO COVERS HOW THIS CONCEPT INFLUENCED OTHER RESORTS.

6. *SHOWBOAT CASINO: THE ENTERTAINMENT HUB OF THE 80s*

CHRONICLING THE VIBRANT ENTERTAINMENT SCENE AT THE SHOWBOAT DURING THE 1980s, THIS BOOK SHOWCASES THE DIVERSE LINEUP OF PERFORMERS AND EVENTS THAT DREW CROWDS. IT HIGHLIGHTS NOTABLE SHOWS, CONCERTS, AND CELEBRITY

APPEARANCES THAT MADE THE CASINO A HOTSPOT. THE AUTHOR PROVIDES INSIGHTS INTO HOW THE ENTERTAINMENT OFFERINGS HELPED SHAPE THE CASINO'S IDENTITY.

7. *FROM RIVERBOAT TO VEGAS STRIP: THE STORY OF SHOWBOAT*

EXPLORING THE ORIGINS OF THE SHOWBOAT BRAND AND ITS EXPANSION INTO LAS VEGAS, THIS BOOK PROVIDES CONTEXT ABOUT THE COMPANY'S BEGINNINGS AND ITS STRATEGIC MOVE TO THE DESERT. IT DETAILS THE CHALLENGES AND SUCCESSSES ENCOUNTERED DURING THE LAUNCH OF THE LAS VEGAS PROPERTY. THE BOOK ALSO TOUCHES ON THE BROADER HISTORY OF RIVERBOAT-THEMED CASINOS.

8. *SHOWBOAT HOTEL: A PHOTOGRAPHER'S JOURNEY*

A VISUALLY RICH BOOK FILLED WITH RARE AND STUNNING PHOTOGRAPHS DOCUMENTING THE SHOWBOAT HOTEL AND CASINO THROUGHOUT ITS OPERATIONAL YEARS. THE COLLECTION CAPTURES EVERYTHING FROM GRAND OPENING CELEBRATIONS TO EVERYDAY SCENES AROUND THE PROPERTY. ACCOMPANIED BY DESCRIPTIVE CAPTIONS, IT OFFERS A UNIQUE ARTISTIC PERSPECTIVE ON THE RESORT'S LEGACY.

9. *PRESERVING THE PAST: SHOWBOAT'S PLACE IN LAS VEGAS HISTORY*

THIS BOOK FOCUSES ON EFFORTS TO PRESERVE THE CULTURAL AND HISTORICAL SIGNIFICANCE OF THE SHOWBOAT HOTEL AND CASINO. IT DISCUSSES PRESERVATION CAMPAIGNS, MEMORABILIA COLLECTIONS, AND THE IMPORTANCE OF REMEMBERING MID-CENTURY LAS VEGAS LANDMARKS. THE AUTHOR ARGUES FOR THE VALUE OF MAINTAINING HISTORICAL CONNECTIONS AMID THE CITY'S CONSTANT REINVENTION.

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