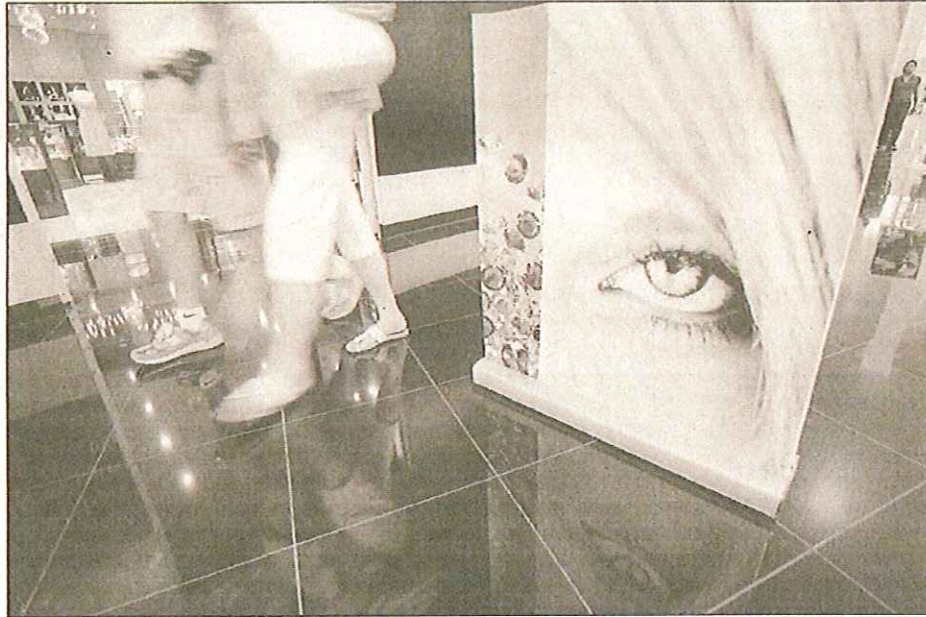


## In Business Las Vegas September 14, 2007



Shoppers browse through the Miracle Mile Shops, formerly Desert Passage, at the Planet Hollywood resort last week. The mall is being updated with a modern look and losing the Moroccan theme. STEVE MARCUS / STAFF PHOTOGRAPHER

# Miracle Mile adopts new look in tandem with Planet Hollywood

By Mark Hansel / STAFF WRITER

A segue is a smooth transition from one thing to another, while a segway, with the same pronunciation, is the two-wheeled motorized conveyance popularized locally at the former Aladdin Resort and Casino.

Ironically, that device will soon be one of the few remaining remnants in the smooth transition planned for the Miracle Mile Shops Las Vegas, formerly known as Desert Passage.

When OpBiz purchased the Aladdin and changed the name of that property to the Planet Hollywood, Boulevard Invest, which owns the adjoining retail shops, decided to follow suit.

"It was sort of a mutual decision for the new owners (of the properties) deciding they wanted to take the opportunity to reinvent," Russell Joyner, executive vice president and general manager of the Miracle Mile Shops, said.

In Las Vegas, Joyner says, the only constant is change and when the new resort owners decided to go for a more contemporary look, it just made sense for the retail complex to do the same.

Anyone who has been to the Desert Passage, which was designed to represent trade routes across North Africa and was dominated by a sandy, beige color scheme, can understand how out-of-place that motif would be with the contemporary Planet Hollywood surroundings.

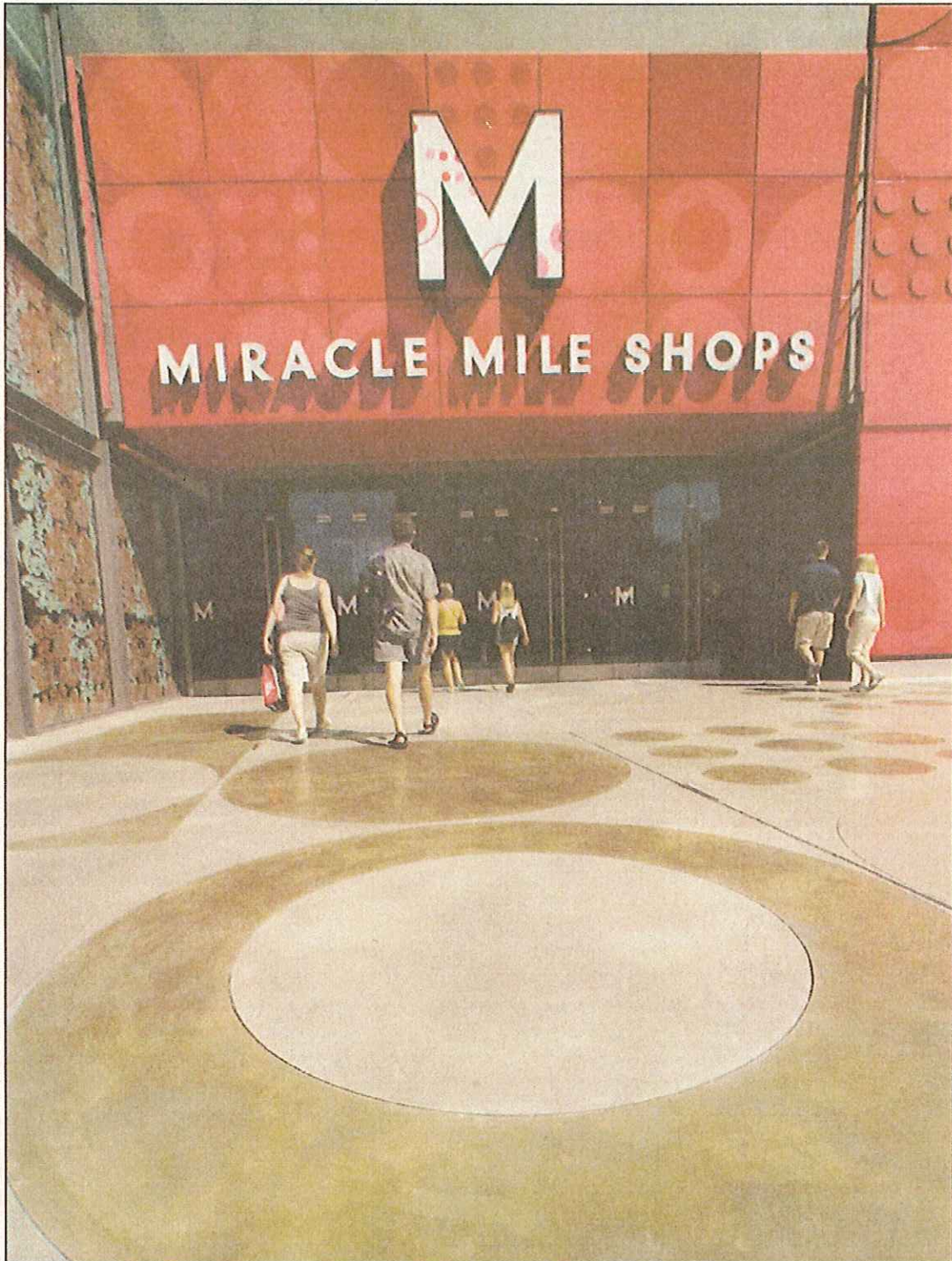
The remodeling also allows Boulevard Invest to overcome what Joyner says was one of the biggest obstacles in marketing Desert Passage — name recognition.

"People heard the name Desert Passage and they weren't quite sure what it was, but Miracle Mile is a name that is synonymous with shopping," Joyner said.

There was some concern that marketing the shops under that name might spur legal challenges, since Wilshire Boulevard in Los Angeles and Manhasset, N.Y., both have retail stretches known as the Miracle Mile. After consulting with legal representatives, it was determined that Miracle Mile Shops Las Vegas would withstand a challenge.

SEE **Miracle** ON PAGE 24

**In Business Las Vegas  
September 14, 2007**



**Shoppers head into the Miracle Mile Shops, formerly Desert Passage, at the Planet Hollywood resort last week. The mall is being updated with a modern look and losing the Moroccan theme. STEVE MARCUS / STAFF PHOTOGRAPHER**

# In Business Las Vegas

## September 14, 2007

### MIRACLE

FROM PAGE 3

It takes more than a catchy name to compete on The Strip, however, which is becoming almost as famous for its shopping as its gambling.

Joyner said one challenge was to increase the curb appeal of the shops, which he admits was sorely lacking in the past.

"Nondescript is a good way to describe it," he said.

In addition to adding streaming video message board and people movers (escalators without the steps) out front, two of the more high profile tenants, Urban Outfitters and Trader Vic's, also advertise prominently at a front entrance.

Phase One of the renovation, which is almost completed, focuses on upgrading the exterior appearance of the stores to make them more consistent with the casino's new look.

Sleek black flooring that reflects the red facing on the shop exteriors has replaced the brown cobblestones. There are still a few other glimpses of the old design, but they are rapidly disappearing.

The renovations have cost about \$50 million to date, which would be considered a hefty investment elsewhere, but hardly raises an eyebrow here.

Joyner said it is critical for the retail group to work closely with the casino on renovations because other groups on the Strip have multiple properties that cross-promote. As a result, the success and promotion of the two entities are heavily reliant on each other.

The Miracle Mile Las Vegas has 170 retailers, 15 of which are restaurants and about 475,000 square feet of retail space. Occupancy is in the 90 percent range, according to Joyner.

He said the Miracle Mile Shops welcome locals, both as shoppers and as a resource to educate visitors, but he recognizes that most of the traffic will come from tourists and marketing focuses on them.

While sales are about twice the national average at \$800 per square foot, they are below the company's goal of \$1,000 per square foot.

While Joyner said new additions, such as clothiers New Religion and H&M, definitely help promote the contemporary image of the venue, he doesn't think the existing tenants feel slighted. In fact, he says they have welcomed the new additions, which they hope will benefit them by increasing foot traffic.

"They have been among the most enthusiastic supporters," he said.

Current retailers include the jeweler Swarovski, apparel shops such as Bebe Sport and Ben Sherman and two ABC Stores, a popular convenience-store chain.

Ideally, he hopes people will come to recognize the stores at the Miracle Mile as trendy, hip and just short of luxury, but with something that appeals to everyone.

In addition to its new 15,000 square-foot restaurant, Trader Vic's will also operate the \$3 million Halo Bar, located in the spot that was formerly a rotunda. Both are expected to open in the next few weeks.

The Hawaiian Tropic Zone, another new addition, will boast a modern decor, multi-tiered dining room, a catwalk stage for nightly entertainment, a full bar and Hawaiian Tropic models.

There is also an area set aside at the venue for a laser-light show.

Joyner said the focus to this point has been on renovation, but as that nears completion, plans will begin to shift to other improvements such as increased entertainment options.