

History Of The Flamingo Hotel Las Vegas



The Flamingo Hotel Las Vegas is a historic landmark that has played a pivotal role in the development of the Las Vegas Strip. Opened in 1946, it was one of the first luxury hotels in Las Vegas and has undergone numerous transformations over the decades. Its rich history is intertwined with the evolution of Las Vegas as a gambling and entertainment capital. This article delves into the origins of the Flamingo, its founder, significant events throughout its history, and its lasting impact on the Las Vegas landscape.

Origins of the Flamingo Hotel

The Flamingo Hotel was the brainchild of mobster Benjamin "Bugsy" Siegel, who envisioned a glamorous resort that would attract high rollers and celebrities to Las Vegas. The hotel's name was inspired by Siegel's girlfriend, Virginia Hill, whose nickname was "Flamingo" due to her long legs, which resembled those of the bird.

Construction and Opening

- **Planning Phase:** Siegel began planning the Flamingo in 1945, selecting a prime location on the Las Vegas Strip. The site was previously home to the "El Rancho Vegas," the first resort on the Strip.
- **Construction Challenges:** The construction faced numerous challenges, including delays and financial issues. Siegel, using mob funds, pushed forward despite difficulties.
- **Grand Opening:** The Flamingo officially opened its doors on December 26, 1946. It featured 105 rooms and an extravagant pool area, complete with lush landscaping and exotic birds.

The Early Years

The Flamingo Hotel's early years were marked by both excitement and turmoil. While it attracted attention and high-profile guests, it also faced financial struggles and scrutiny due to its mob connections.

Entertainment and Guests

- **Star-Studded Performances:** The hotel quickly became known for its high-quality entertainment, hosting renowned acts such as Frank Sinatra and the Marx Brothers.
- **Celebrity Guests:** The Flamingo attracted a wealthy clientele, including Hollywood stars and high rollers, solidifying its reputation as a premier destination.

Financial Troubles and Siegel's Demise

Despite its initial success, the Flamingo faced financial difficulties. By 1947, the hotel was in debt, and Siegel's future became uncertain. On June 20, 1947, Siegel was murdered in Beverly Hills, California, likely due to disputes over finances and his management of the hotel.

Post-Siegel Era

Following Siegel's death, the Flamingo Hotel underwent significant changes. The mob's influence continued, but a more structured approach to management emerged.

New Ownership and Renovations

- **Meyer Lansky's Involvement:** After Siegel's death, mobster Meyer Lansky took control. Under his guidance, the hotel began to stabilize financially.
- **Renovation Efforts:** Major renovations were undertaken to modernize the hotel. By the early 1950s, the Flamingo expanded its facilities, including a larger casino and more guest rooms.

Expansion and Diversification

The Flamingo continued to grow and diversify its offerings throughout the 1950s and 1960s.

- **Room Expansion:** The hotel added more than 1,000 rooms, making it one of the largest hotels on the Strip.
- **New Attractions:** The Flamingo introduced attractions such as a wildlife habitat, featuring flamingos and other exotic birds, which became a unique selling point.

The Flamingo in the Modern Era

As the Las Vegas Strip evolved, so did the Flamingo. The hotel underwent several ownership changes and renovations, adapting to new trends in the hospitality industry.

Corporate Ownership and Branding Changes

- Harrah's Entertainment Acquisition: In 1970, the Flamingo was acquired by Harrah's Entertainment, which began extensive renovations and rebranding efforts.
- Hilton Ownership: In 1978, Hilton Hotels Corporation purchased the Flamingo and continued to modernize the property.

Revitalization and Renovation in the 1990s

The 1990s marked a significant revitalization period for the Flamingo Hotel.

- Major Renovations: The hotel underwent a \$30 million renovation, updating guest rooms, the casino, and public areas to compete with newer resorts.
- The Flamingo Las Vegas: In 1999, the hotel was rebranded as the Flamingo Las Vegas, emphasizing its iconic status on the Strip.

Flamingo Today

Today, the Flamingo Hotel Las Vegas is a vibrant and popular resort that continues to attract visitors from around the world. Its blend of history, entertainment, and modern amenities makes it a unique destination.

Current Features and Attractions

- Accommodations: The Flamingo offers a range of accommodations, from standard rooms to luxurious suites, catering to diverse guests.
- Dining Options: With several restaurants and bars, the hotel provides a variety of dining experiences, from casual eateries to fine dining.
- Entertainment: The Flamingo is known for its live shows and entertainment options, including performances by famous artists and resident shows.
- Wildlife Habitat: The hotel's wildlife habitat remains a popular attraction, featuring exotic birds, fish, and turtles, providing a serene escape from the bustling casino environment.

Community Involvement and Sustainability

The Flamingo Hotel is also committed to community involvement and sustainability initiatives, participating in local charity events and promoting environmentally friendly practices.

- Charitable Initiatives: The hotel supports local organizations and charities, contributing to the community's welfare.
- Sustainability Practices: Efforts to reduce waste, conserve water, and promote recycling are part of the Flamingo's operations.

Conclusion

The Flamingo Hotel Las Vegas has a storied history that reflects the broader evolution of Las Vegas itself. From its glamorous beginnings under Bugsy Siegel to its status as a modern resort, the Flamingo has continually adapted to meet the needs of a changing audience. Its blend of history, entertainment, and luxury ensures that it remains a cherished destination on the Las Vegas Strip, embodying the spirit of the city while looking towards the future. As it continues to thrive, the Flamingo Hotel stands as a testament to the enduring allure of Las Vegas and the iconic legacy of one of its first luxury hotels.

Frequently Asked Questions

When was the Flamingo Hotel first opened to the public?

The Flamingo Hotel opened its doors on December 26, 1946.

Who was the original owner of the Flamingo Hotel?

The original owner of the Flamingo Hotel was mobster Bugsy Siegel, who played a key role in its development.

What significant event happened at the Flamingo Hotel in 1955?

In 1955, the Flamingo Hotel became the first Las Vegas resort to offer a modern swimming pool, setting a new standard for luxury.

How has the Flamingo Hotel evolved over the decades?

The Flamingo Hotel has undergone multiple renovations and expansions, evolving from a modest casino to a large resort with a variety of amenities, including a wildlife habitat and a large casino floor.

What is the significance of the Flamingo Hotel in Las Vegas history?

The Flamingo Hotel is significant as it was one of the first luxury hotels on the Las Vegas Strip and played a pivotal role in the development of the modern Las Vegas resort industry.

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