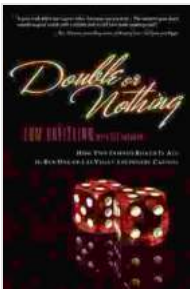


# How Two Friends Risked It All To Buy One Of Las Vegas Legendary Casinos

In 2014, two friends, Alex Meruelo and Mark Advent, made a bold bet. They purchased the Sahara, one of Las Vegas' most iconic casinos, for \$185 million.



## Double or Nothing: How Two Friends Risked It All to Buy One of Las Vegas' Legendary Casinos by Tom Breitling

★★★★☆ 4.2 out of 5

Language : English  
File size : 1307 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 256 pages



It was a risky move. The Sahara had been closed for two years, and it was unclear whether it could be revived. But Meruelo and Advent were confident that they could turn the casino around.

They had a plan. They would renovate the casino, add new amenities, and attract a new generation of guests. They also planned to focus on the casino's unique history and its connection to Las Vegas.

The renovation was extensive. The casino was completely gutted, and the exterior was given a new look. New restaurants, bars, and nightclubs were

added, and the casino floor was expanded.

The Sahara reopened in 2014 to rave reviews. Guests praised the casino's new look and feel, and the gambling was said to be some of the best in Las Vegas.

Meruelo and Advent's bet had paid off. They had turned the Sahara into a thriving casino once again.

## **The Story Behind the Sahara**

The Sahara was built in 1952 by Milton Prell, a Las Vegas entrepreneur. It was one of the first casinos to be built on the Las Vegas Strip, and it quickly became a popular destination for gamblers and tourists.

The Sahara was known for its luxurious accommodations, its fine dining, and its world-class entertainment. It was also a popular spot for celebrities, who often performed in the casino's showroom.

In the 1960s, the Sahara was sold to a group of investors led by Del Webb. Webb expanded the casino and added new attractions, including a golf course and a convention center.

In the 1980s, the Sahara was sold again, this time to a group of investors led by Donald Trump. Trump renovated the casino and added a new tower, but he was unable to turn the casino around.

In 2011, the Sahara was closed due to financial problems. It remained closed for two years, until Meruelo and Advent purchased it in 2014.

## **The New Sahara**

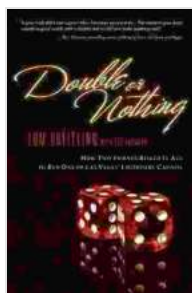
The new Sahara is a modern casino with a classic feel. The casino floor has been expanded, and new restaurants, bars, and nightclubs have been added.

The Sahara also has a new focus on its history. The casino's walls are adorned with photos and memorabilia from its past, and the casino's restaurants and bars are named after famous guests who have stayed at the hotel.

Meruelo and Advent have also made a commitment to community involvement. The Sahara is a sponsor of several local charities, and the casino's employees are encouraged to volunteer their time.

The new Sahara is a success story. The casino has been revived, and it is once again a popular destination for gamblers and tourists.

Meruelo and Advent's bet has paid off. They have turned the Sahara into a thriving casino once again, and they have helped to revitalize the Las Vegas Strip.



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