

BY ROB WISER

Trump This: The Donald's New Condo-Hotel

For decades, iconic real-estate and casino developer Donald Trump has flirted with the idea of expanding his empire into Las Vegas. Now, at last, he has made his move with the Trump International Hotel & Tower Las Vegas. A joint venture between Trump and his longtime friend Phil G. Ruffin, owner of the New Frontier Hotel, the goal of this \$500 million project is to create nothing less than the city's most opulent condominium hotel.



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The condo-hotel is the latest concept to be embraced by Las Vegas developers. A slew of these projects are under way, enabling buyers to purchase furnished units in towers and rent them out as hotel rooms when they're not living in them. (In most cases, building management handles the rentals and sets the rates as it would with a regular hotel room, then splits the money with the unit's owner.)

Trump's striking 64-story tower, sheathed in 24-karat-gold glass, will occupy a portion of the New Frontier's property at the northwest corner of the Las Vegas Strip and Fashion Show Lane, adjacent to the Fashion Show mall and



Designed by local architectural firm Bergman, Walls & Associates, the stunning 64-story Trump International Hotel & Tower Las Vegas is sheathed in 24-karat-gold glass.