



Guide to the UNLV Libraries Collection of Hilton Hotels Corporation Promotional Materials and Financial Reports

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 29, 2022. Please contact special.collections@unlv.edu for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f15q2n>

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Hilton Worldwide Holdings, Inc.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Hilton Hotels Corporation Promotional Materials and Financial Reports
ID:	MS-01010
Date [inclusive]:	1964 to 2007
Date [bulk]:	1973 to 1998
Physical Description:	6.48 Cubic Feet (10 boxes)
Physical Description:	5.42 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Hilton Hotels Corporation Promotional Materials and Financial Reports includes promotional materials, press materials, photographs, financial reports, and newspaper and magazine clippings for Hilton Hotels Corporation located in Tysons Corner, Virginia, and the Flamingo Hilton and Las Vegas Hilton located in Las Vegas, Nevada dating from 1964 to 2007.

Preferred Citation

UNLV Libraries Collection of Hilton Hotels Corporation Promotional Materials and Financial Reports, 1964-2007. MS-01010. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

The Hilton Hotels Corporation was founded in 1919 when Conrad Hilton purchased his first hotel in Cisco, Texas. By 2009, the corporation had become Hilton Worldwide Holdings Inc., a hotel operator that operates thousands of hotels around the world and is headquartered in Tysons

Corner, Virginia. In Las Vegas, Nevada, Hilton owned two major hotels: the Las Vegas Hilton Hotel and Casino and the Flamingo Hilton Hotel and Casino. In 1970, Hilton purchased the International Leisure Company, which owned the International Hotel and the Flamingo Hotel and Casino. After the acquisition, the International became the Las Vegas Hilton, and the Flamingo became the Flamingo Hilton. In 1998, Hilton Hotels Corporation spun off its gaming properties, including the Flamingo Hilton and Las Vegas Hilton, into Park Place Entertainment, which later became Caesars Entertainment, Inc. in 2003 and was acquired by Harrah's Entertainment in 2004. As of 2020, the Flamingo Hilton is known as the Flamingo Las Vegas and the Las Vegas Hilton as the Westgate Resort.

Sources:

Associated Press. "Harrah's Agrees to Buy Caesars for \$5.2 Billion." *NBC News*. NBC News, July 15, 2004. http://www.nbcnews.com/id/5435701/ns/business-us_business/t/harrahs-agrees-buy-caesars-billion/#.XkRVO2hKiUk.

"Hilton Hotels Corporation." *International Directory of Company Histories*, edited by Tina Grant, 205-208. Vol. 19. Detroit, MI: St. James Press, 1998. Gale eBooks (accessed February 7, 2020). https://link.gale.com/apps/doc/CX2842300067/GVRL?u=unlv_main&sid=GVRL&xid=499d5d12.

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Scope and Contents Note

The UNLV Libraries Collection of Hilton Hotels Corporation Promotional Materials and Financial Reports includes promotional materials, press materials, photographs, financial reports, and newspaper and magazine clippings for Hilton Hotels Corporation, Flamingo Hilton, and Las Vegas Hilton dating from 1964 to 2007. This collection contains items previously described as "Annual report," "Promotional and publicity material: Flamingo Hilton," "Promotional and publicity material: Las Vegas Hilton," "Las Vegas Hilton Hotel and Casino fire: February 10, 1981," "Response to request for qualifications and proposal: (RFQ/P) to develop the 6.47 acre Rivergate site in downtown New Orleans," "Las Vegas Hilton's strategies for holdem," "Las Vegas Hilton poker rulebook," and "Las Vegas Hilton's important poker advice."

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Arrangement

Materials are arranged by type.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2020-003.

Processing Note

In 2020, as part of an archival backlog elimination project, Kyle Gagnon compiled the materials from multiple sources that included subject files and previously cataloged materials. Kyle Gagnon wrote the finding aid.

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Related Materials

Related Collections

The following resource may provide additional information related to the materials in this collection:

Las Vegas Casino and Hotel Advertisement Clippings Collection, 1986-1999. MS-00644. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- Publicity
- Promotional materials
- Advertising
- Casinos
- Gambling
- Hotels
- Financial records
- Las Vegas (Nev.)
- Flamingo Hilton (Las Vegas, Nev.)
- Las Vegas Hilton (Hotel)

Collection Inventory

Title/Description	Containers
Equity research, 1991 to 2006	box 01
Financial reports, 1996 to 1997	box 01
Prospectus, 1996	box 01
Securities and Exchange Commission Form 10-K, 1995	box 01
Securities and Exchange Commission Form 10-Q, 1995 to 1996	box 01
"Response to request for qualifications and proposal: (RFQ/P) to develop the 6.47 acre Rivergate site in downtown New Orleans", 1992	box 01
Annual reports, 1980 to 1997	box 01
Annual reports, 1964 to 1979	box 02
Quarterly reports, 1973 to 1996	box 02
Press releases, 1997 to 2007	box 02
Press releases, 1996 to 1997	box 03
Press releases, 1994 to 1996	box 04
Press releases, 1990 to 1994	box 05
Press releases, 1985 to 1990	box 06
Press releases, 1970 to 1985	box 07
Press kits, 1981 to 1995	box 07
Hilton "NOW" magazines, 1972 to 1974	box 07

Hilton "NOW" magazines, 1974 to 1981	box 08
Promotional material, approximately 1976 to 1999	box 08
Promotional materials, approximately 1977 to 1992	box 09
Newspaper and magazine clippings, approximately 1974 to 1999	box 10