



AREA15 NOVEMBER 2025

CLIP HIGHLIGHTS



PIECES OF COVERAGE:
161

PR IMPRESSIONS:
513,820,892

PR VALUE:
\$14,339,125.22

LAS VEGAS UNLEASHES ITS BIGGEST BLACK FRIDAY TRAVEL DEALS

Posted by Sandra Jones | Nov 27, 2025 | Black Friday / Cyber Monday Sales, Headline News, Nevada, Travel Deals | 0 📌 |

By any measure, Las Vegas is a master of spectacle. It dazzles, it entices, and when the season calls for it, it discounts with theatrical flair. As the northern winter edges closer and wallets brace for the traditional retail onslaught, the world's most flamboyant playground is quietly staging one of its most brilliant sales plays of the year.

This Black Friday and Cyber Monday, Las Vegas isn't merely trimming its prices; it is throwing open the vault. From neon-soaked immersive experiences just off the Strip to lakeside houseboats under desert stars, and from playful social arenas to classic resort luxury, the city has stitched together a line-up of travel bargains that feel less like promotions and more like strategic invitations.

For Australians already planning long-haul travel for 2025 and 2026 with surgical precision, these offers arrive with almost suspiciously good timing. With the US dollar settling into more predictable territory and international capacity steadily normalising, value has become the new luxury. Las Vegas, ever alert to global appetite, is responding in kind.

AREA15: BUY ONE, GET ONE IN VEGAS' MOST SURREAL PLAYGROUND

Just west of the Strip, parallel to the main drag and pulsing with futuristic imagination, AREA15 has quietly become one of Las Vegas' most compelling non-gaming attractions. For Black Friday and Cyber Monday, it is offering a rare two-for-one incentive that will appeal to families, couples and groups alike.

Guests who purchase one **Level 1 Experience Pass** will receive a second pass free of charge. The promotion runs until **Monday, December 1**, with each pass valued at **US\$49**. The inclusions read like a fever dream curated by a playful architect: a panoramic, sky-high observation ride, an old-school arcade, a psychedelic carousel, and a suite of immersive attractions that blur the line between art, entertainment, and mischief.

The passes also unlock additional food and beverage discounts, retail savings and equipment rental offers across the complex, a subtle but meaningful sweetener in a city where the add-ons can add up quickly. The offer is available at [AREA15.com](https://area15.com) using the checkout code **BOGOBF**.

In a city famed for excess, this is one of the rare moments where indulgence actually comes with restraint.





Lavish Family Christmas in the City of Lights – Las Vegas

By Larraine Nov. 26th, 2025



Area 15



Opt for a family day at **Area 15**, an immersive experience with VR attractions, rides, entertainment and funky interactive art. Enjoy bars and eateries, live events, and experience the LIFTOFF Bar and Ride, Meow Wolf's *Omega Mart*, Illuminarium, Dueling Axes, Five Iron Golf, Kaia, The Beast, Wink World: Portals Into the Infinite, Museum Fiasco, the JOHN WICK EXPERIENCE, just to name a few. It's a fun day for the entire family.

If you love horror you won't want to miss "Krampus & Kin" (now through Jan. 3) at the new **Universal Horror Unleashed** at Area 15 (recommended for 13 and older). Your **admission** includes four haunted houses filled with nightmarish winter legends. Get up close photo ops with the Germanic punisher Krampus, Icelandic troll Gry'la and fiendish Kallikantzaroi Greek goblins. And as you navigate the scares grab some killer snacks and drinks along the way.

«go.see.play.do.»

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music

The Frights

"I'm older now / I'm afraid of dying / I'm freaking out / Just hold on, I'm trying," The Frights frontman Mikey Carnevale confesses on his band's new record "Ready When You Are," an equally wistful and wizened album of heartfelt garage punk in which it's OK to pine for the past while navigating the future. See them at 7 p.m. Sunday at The Portal at Area15. Tickets are \$27; area15.com.

Jason Bracelin



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music

Kiss Kruise

Detroit Rock City will have nothing on Vegas this weekend when the Kiss Kruise gets landlocked in town for a three-day celebration of the semiretired (from the road, at least) hard rockers including a pair of Kiss unmasked shows, performances by Bruce Kulick, Percy Demartini playing the music of Ratt, Sebastian Bach and others, panels and Q&A sessions, Kiss Karaoke and a whole lot more Friday through Sunday at Virgin Hotels Las Vegas. Packages are available at kisskruisevegas.com.

Jason Bracelin

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dining out

'Taste of Tokushima'

On Friday, Kusa Nori in Resorts World presents "Taste of Tokushima," bringing together Dassai, the Japanese sake maker; Kenzo Estate of the Napa Valley; and Tokushima Mitsuboshi, the celebrated wagyu producer. The menu features passed bites, seafood, sushi, Tokushima wagyu dishes and dessert. Cost: \$225. Seatings: 5 and 7:30 p.m. Reservations: OpenTable.com.

Johnathan L. Wright



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dining out

Miracle on Spring Mountain

Starting Monday, the annual Miracle on Spring Mountain pop-up returns to the Sand Dollar Lounge, 3355 Spring Mountain Road, Suite 30. The pop-up features 10 festive new cocktails (plus a trio of mocktails), over-the-top décor and nightly entertainment. Miracle on Spring Mountain runs from 3 p.m. to 4 a.m. daily through Dec. 31. Visit miracleonspringmountain.com.

Johnathan L. Wright

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outdoors

Stewards of the Earth

Check out Cactus Joe's (12740 Blue Diamond Road) from 9 a.m. to 3 p.m. Saturday and Sunday for a market/mini-fest exploring gratitude, reciprocity and mutual thriving. With Desert Love Native Plants, enjoy a farmers market, backyard gardening education, repurposed goods, eco-friendly food vendors, workshops and panels with local earth stewards. Free, family-friendly and pet-friendly.

Kristen DeSilva





GIVE THE GIFT OF ESSENTIAL LOCAL EXPERIENCES

You can't really put the words "Las Vegas" and "experience" together without considering the sprawling, wildly creative opportunities at **Area15**. And gift cards, which you can easily purchase online, are valid at its live entertainment venues as well as Asylum Bar & Arcade, Museum Fiasco, Oddwood Bar, The Beast gastropub, Particle Quest, the Lifftoff ride and many more. area15.com

The **Smith Center** has a new holiday campaign dubbed Give a Gift, Get a Gift. When you buy a \$100 gift card that can be used for a future ticket purchase, you'll get a \$20 account credit for your own next Smith Center experience. thesmithcenter.com

Las Vegas is great but you can always transport your friends to some of the planet's most amazing places thanks to **Flyover**, the immersive theater experience on the Strip next to the Hard Rock Café. The Black Friday sale starting November 28 offers \$20 tickets, and the 12 Days of Christmas celebration December 14-25 offers specials like 20% discounts, free photo packages and more. flyoverlasvegas.com

Annual individual or family memberships at the Valley's myriad museums are truly the gifts that keep on giving, granting full access to key local culture for the recipient and supporting the institutions that make the community special. Check it out at the **Mob Museum** (\$110-\$205, themobmuseum.org), the **Neon Museum** (\$99-\$325, neonmuseum.org), the **Las Vegas Science & Natural History Museum** (\$40-\$88, lvnhm.org), the **Atomic Museum** (\$50-\$500, atomicmuseum.vegas) and **Discovery Children's Museum** (\$95-\$500, discoverykidslv.org). —Brock Radke



Flyover Las Vegas (Courtesy)

Key Market players

Meow Wolf, Sphere Entertainment (MSG Sphere), Illuminarium Experiences, Moment Factory, teamLab, ARTECHOUSE, Superblue, Dreamscape Immersive, Sandbox VR, Zero Latency, AREA15, Secret Cinema, Fever, Lighthouse Immersive, Walt Disney Imagineering

Immersive Entertainment Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply-demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Immersive Entertainment Market Competitive Intelligence

The competitive landscape is mapped through proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Companies Mentioned

- Meow Wolf
- Sphere Entertainment (MSG Sphere)
- Illuminarium Experiences
- Moment Factory
- teamLab
- ARTECHOUSE
- Superblue
- Dreamscape Immersive
- Sandbox VR
- Zero Latency
- AREA15
- Secret Cinema
- Fever
- Lighthouse Immersive
- Walt Disney Imagineering

A Barbie restaurant is opening in Las Vegas

Malibu Barbie Cafe brings 70s beach nostalgia to Vegas

Stefan Milovanovic

Sun, November 16, 2025 at 3:00 AM GMT+13

2 min read

Las Vegas has hosted its share of wild restaurant concepts over the years, but this latest one feels as if it was ripped straight out of a neon-tinted childhood memory. A full Malibu Barbie Cafe is opening soon at AREA15, and it's already convincing grown adults to plan out pink outfits.

The whole experience is built like a time machine. The moment you walk in, it drops you straight into a 1970s, California-sunset version of Barbie's world — lots of glossy pinks, warm yellows, oversized beach motifs, and that unmistakable "Malibu" confidence that Barbie has carried for decades.

Bucket Listers, the team behind the project, says the idea was simple — build a cafe that feels like you stepped into one of Barbie's old photo shoots. That includes the big one — a life-size Barbie Box you can literally walk into, pose inside, and send to your friends like you're announcing the world's most unserious career change.