



## Luxury with a Hef-ty price tag

Playboy-themed Palms pad yours for just \$40,000 – per night

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LAS VEGAS—What does \$40,000 buy? If you're an average American, it's nearly your household income for a year.

If you're a well-heeled traveller, it's one night at the Hugh Hefner Sky Villa, a two-storey, 10,000-square-foot hideaway with a \$700,000 cantilevered Jacuzzi that juts over the Las Vegas Strip, a rotating bed beneath a mirrored ceiling and around-the-clock butler service.

The Playboy-themed escape, which opened last fall at the Palms Casino Resort, is the most expensive of 101 hotel suites featured in an annual survey by *Elite Traveler*, a magazine distributed aboard private jets and mega-yachts to readers with average household incomes of more than \$5 million.

Priced from \$1,500 a night and up, the 101 suites come with various perks, such as a private indoor lap pool, personal chef and use of a Maserati Quattroporte sedan, said Doug Gollan, editor in chief of the New York-based magazine.

For the supersuites' guests, of course, price is no object.

"An amazingly huge concentration of wealth," Gollan said, is driving demand for fancy rooms and private jets.

Editors tapped 14 well-travelled celebrities, including Wimbledon champion Roger Federer and performers Kim Cattrall, Harry Connick Jr. and Cuba Gooding Jr., to help review the suites, which were judged on luxury, location, privacy and one-of-a-kind design.

Over the six years the magazine has searched out luxury suites for its Pure Decadence issue, Gollan has seen them get bigger and more expensive, following the mega-mansion trend.

When they travel, the rich "want the comforts of their 30,000-square-foot home in Bel-Air or wherever," he said.

And yes, Hugh Hefner has slept in his namesake villa.

The aging sultan of swank checked in for the opening in October. And he came back in March, with three girlfriends, to celebrate his 81st birthday, Palms spokesperson Chris Walters said. Not quite the Playboy Mansion. But close.