

ABSTRACT OF THE MAJOR PRACTICAL PROJECT

DOES A STRONG U.S. DOLLAR
MAKE FOR A WEAK LUXURY MARKET IN LAS VEGAS?

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This study shows the impact of a strong U.S. dollar and analyzes the possible effect on the luxury market in Las Vegas. Trend analysis and correlation provide data about the impact on the luxury market in Las Vegas when the U.S. dollar is strong compared to other foreign currencies. Examining the Las Vegas luxury market by looking at financial trends in the luxury hotel industry, the luxury casino industry, and luxury retail shopping industry provides the data for this study.