

# **Guided tours show locals Another Side of Las Vegas**

## **Business explores Sin City away from Strip**

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VIEW STAFF WRITER

It's not hard to forget that this town is more than the mecca of madness that is Las Vegas Boulevard. Its scintillating siren's song lures tourists to shed the coil of reality and embrace all that Sin City has to offer. But locals tend to avoid the locale as if the air in the vicinity were saturated with toxic gas.

When it comes to entertainment, most locals like to think that there are options beyond the glittering allure and abandon of the Strip.

Southern Highlands resident Kenny Lippman said that he, too, has endured the frustrations of a tourist-driven entertainment industry.

That's why the 31-year-old entrepreneur created Another Side of Las Vegas Tours, a tour-guided experience specializing in entertainment alternatives designed to incorporate the luxurious destinations and rich history of Nevada, which, according to Lippman, often are overlooked by locals.

Just a year ago, Lippman was working as a loan

officer in San Diego when a seemingly unfortunate event served as the catalyst for his pursuit of a lifelong dream.

"There were massive lay-offs," Lippman said. "While everyone around me was morose, I was so stoked, because I saw it as an opportunity to finally do what I was meant to do: start my own business and help people make memories."

The company currently offers 14 tour-guided packages, a few of which include horseback riding through Red Rock Canyon at sunset, desert exploration and off-roading in an H2 Hummer, a round-trip helicopter tour to the Pahrump Winery with behind-the-scenes access and complimentary five-course meal on site, a scenic brunch 300 feet above the Colorado River at the bottom of the Grand Canyon and a limo-chartered expedition to the old Nevada ghost town at Bonnie Springs.

According to Lippman, his team is working to develop more ready-to-go experiences, but the company also offers customized tours.

"We're here to please you, and my attitude is, there's nothing we can't do," he said. "If you can imagine it, I can make it happen."

Las Vegas resident Lucas Cutler said that being exposed to even the most impressive attractions on a daily basis can breed disenchantment, and that's part of the problem with living in a place like Las Vegas.

"Other people come here and it's an escape," Cutler said. "For us, it's everyday, nothing special. For locals, it takes something besides what you can find on the Strip to wow us, and I think that these kinds of tours are something different. If you're going to spend your money, like even with guests from out of town, why not show them what else we have to offer?"

Lippman's concept has exploded in similar marketplaces since last June, allowing the former journalism major to open offices in three other West Coast cities.

"We have an office in San Diego, which was actually the original," Lippman said. "And we're working to open offices in Orange County and Los Angeles."

According to Lippman, clients pay him to provide the type of experience that it would take too much time, effort and money to orchestrate on their own.

"It's all about the experience that we can create for you," Lippman said. "I want to take your breath away, but leave you alive."

Tour packages range from \$50 to \$2,600 and must be booked in advance. For more information, visit [www.anothersideoflasvegastours.com](http://www.anothersideoflasvegastours.com).