

POWER OF SPECIAL EVENTS

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LasVegas.com | LVCVA.com | VegasMeansBusiness.com



KEY MARKETS INSTRUMENTAL TO GROWTH

- Meeting and Convention Delegates – 13%
- International Travelers – 19%
- Special Events – 7%
 - *Special Events represent those leisure events where attendees can enjoy multiple headliners and/or experiences representing a specific genre or area of interest. (Ex. sports, music, culinary, Western lifestyle, automotive, holiday events, etc.)*



HISTORICAL PERSPECTIVE

- National Finals Rodeo
- Creation of Las Vegas Events
- State dedicated allocation of room tax between 1983 and 1999



MULTI-LAYERED APPROACH

- Las Vegas Events – driving visitors
- LVCVA destination wide events
- LVCVA media-driven events



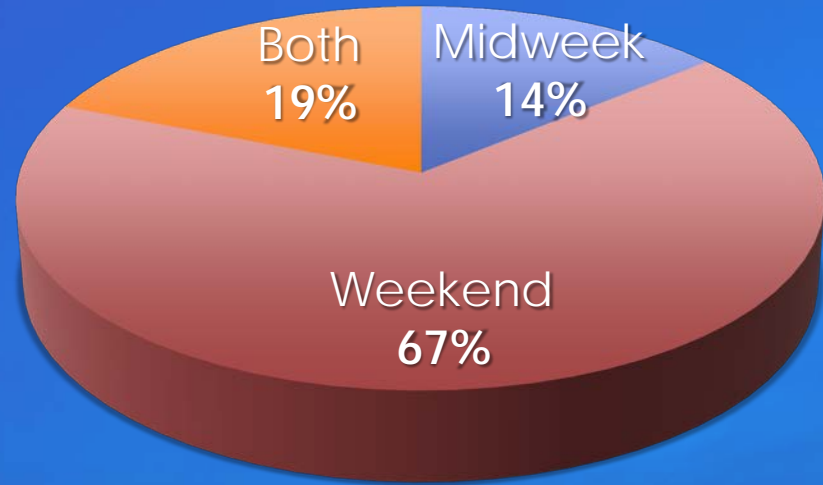
INVESTMENTS IN THIS APPROACH

- Las Vegas Events – \$7.5 million
- LVCVA Funded Events - \$1.5 million
- LVCVA Media Funded Events - \$5.4 million



FY2015 SPECIAL EVENTS LVCVA/LVE-SPONSORED EVENTS

- 1.3 million attendees
- 453,000 visitors
- \$660+ million economic impact
- Most are held on weekends



TYPES OF EVENTS

- Sports 30%
- Western Lifestyle 21%
- Music 16%
- Automotive 12%
- Holiday 7%
- Other (community, food, water recreation) 14%



COMMUNITY VENUES

- Nearly 90 showrooms & theaters 100,000
- 8 larger arenas & stadiums 106,400
- Las Vegas Motor Speedway 123,000
- Fremont Street Experience 15,000



CASHMAN CENTER

- Opened in 1983
- 55 acres with a 10,000 seat stadium
- 1,922 seat theater
- 14 meeting rooms
- 98,100 square feet of exhibit space



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