

2018 Wrangler NFR

For the 34th year, Las Vegas turns country during the 2018 Wrangler National Finals Rodeo (NFR) Dec. 6-15 at the Thomas & Mack Center. The world's top rodeo athletes compete for the gold buckle in seven different categories, which also draw a variety of western events to our destination to include concerts and gift shows. Help the Host Committee welcome more than 170,000 rodeo fans who bring a \$113 million economic impact to our destination.

Based on the 2018 Professional Rodeo Cowboys Association World standings, the top 15 contestants in the bareback riding, steer wrestling, team roping, saddle bronc riding, tie-down roping, barrel racing, and bull riding events qualified to compete at the 10-day Wrangler NFR. This year's prize money is at \$10 million for the participants.

The 32nd Annual Downtown Hoedown at the Fremont Street Experience is the official kickoff to Wrangler National Finals Rodeo, with a stellar lineup of country talent on Dec. 5. Rodeo fans are invited to enjoy free performances by some of country music's most coveted acts, including Sammy Kershaw, Aaron Tippin, Collin Raye and Chris Jansen.

The Cowboy Christmas Gift Show is the longest running and only "original" gift show of the Wrangler National Finals Rodeo. It's open to the public with free admission Dec. 6-15 at the Las Vegas Convention Center. The show features an estimated 400 vendors from across the United States and Canada who showcase their unique products and Western merchandise with several interactive experiences. More than 117,000 shoppers attend the 10-day gift show, with a \$51.1 million economic impact to our destination.

Help us welcome rodeo legends and their fans to Las Vegas by posting on social media using the template provided below.

TWITTER

For the 34th year, the most prestigious rodeo brings 170K western fans to @LasVegasNFR to experience the best in roping, riding and bucking @Thomas&Mack. #NFR2018 #TourismMatters

It's beginning to look a lot like Cowboy Christmas! Shop for unique western merchandise at the "original" @LasVegasNFR Gift Show @LVCC. Free admission Dec. 6-15. #TourismMatters