



September 2019 Host Committee Newsletter



Chairman's Corner

This year, Las Vegas was a popular destination for an estimated 325,000 visitors looking to relax by resort pools, dine at fabulous restaurants and be entertained by the many concerts and shows over the Labor Day holiday weekend. I feel proud to live in a city so many want to visit. Luckily, we all get to enjoy the amenities our city offers on a daily basis.

Every week in September will be booming with tourists attending one of the many special events like Mr. Olympia, Fall NASCAR weekend and Life is Beautiful or conventioners arriving for IMEX America and PACK Expo. Everyone needs to be Vegas ready to show our visitors the best in customer service and enhance their Las Vegas

experience.

The Las Vegas Convention and Visitors Authority (LVCVA) is very excited to be participating in the inaugural Cristo Rey St. Viator (CRSV) College Preparatory High School Corporate Work Study program. CRSV High School opened its doors on September 3 to its first-ever class of freshmen, and unlike a typical private school, CRSV offsets most of students' tuition through a mandatory work-study program, making it more accessible to families with limited economic means. Four freshmen students will begin their work-study program journey with the LVCVA beginning on September 9 and experience the real-world of the tourism industry. There is no better reward than to mentor our youth to become our future leaders.

Tourism Moments



CCSD New Teacher Kick-Off LVCVA Exhibit Booth at Texas Station



MAGIC Opening Welcome at Las Vegas Convention Center



Customer Service Excellence Photo Op at the Strat Hotel



Customer Service Excellence Photo Op at the Strat Hotel

Upcoming Events

As an added benefit, we're providing information regarding special events and trade shows including estimated attendance, visitor spending and suggested tweet.

International Baking Industry Exposition (IBIE) – the largest most comprehensive baking industry event in the Western Hemisphere – to the Las Vegas Convention Center, Sept. 7-11. [CLICK TO TWEET](#)

IMEX America returns to the Sands Expo and Convention Center, Sept. 10-12 with an expected 13,500 attendees and approximately \$20.2 million in economic impact. [CLICK TO TWEET](#)

Mr. Olympia returns with an estimated 45,000 attendees to the Joe Weider's 2019 Olympia Fitness & Performance Weekend, Sept. 12-15. The Mr. Olympia contest – a bodybuilding competition by the International Federation of Bodybuilders Professional League – will take center stage at the Orleans Arena Sept. 15-16. [CLICK TO TWEET](#)

2019 Fall NASCAR Weekend brings the World of Wesgate 200 NASCAR Truck Series, Rhino Pro Truck Outfitters 300 NASCAR Xfinity Series & South Point 400 Monster Energy NASCAR Cup Series races, Sept. 13-15, 2019 to the Las Vegas Motor Speedway. [CLICK TO TWEET](#)

Life is Beautiful Festival will welcome more than 186,000 as they immerse themselves in music and art at the seventh annual Life is Beautiful Festival, Sept. 20-22 in Downtown Las Vegas! [CLICK TO TWEET](#)

PACK Expo and co-located **Healthcare Packaging EXPO** is expected to attract 45,000 attendees to the Las Vegas Convention Center on Sep 23-25. [CLICK TO TWEET](#)

The Shriners Hospitals for Children Open returns for its 37th consecutive year to Las Vegas along with the world's best golfers competing at the famed TPC Summerlin, Sep. 30 – Oct. 6. [CLICK TO TWEET](#)

Please use your digital signage and social media to welcome these attendees.

September Notable Dates

Labor Day – September 2
Grandparents Day – September 8
Patriot/Remembrance Day - September 11
International Housekeepers Week – September 8-14
National Mexican Independence Day – September 16
US Air Force Birthday (USAF) – September 18
Peace Day – September 21
Autumn/Fall Begins – September 23
World Tourism Day – September 27
Rosh Hashanah – September 29-October 1

Coming Up Next Month - October 2019

Shriners Hospital for Children Open – September 30 – October 6
19th Annual Vegas BikeFest – October 3-6
Barrett Jackson – October 3-5
Mecum Collector Car Auctions – October 10-12
G2E: Global Gaming Expo – October 14-17
Supplieside West Tradeshow – October 15-19
NBAA-BACE 2019 – October 22-24
National Hot Rod Association (NHRA) October 31 – November 3

Destination Insider Information

Click here for this month's Destination Highlights. Don't forget to share this information with your networks.

LVCVA Marketing Highlights

Vegas Locals VICE Stories: Las Vegas is proud to showcase our content collaboration with VICE, a millennial-centered media network that strives to capture the people at the heart of stories. The stories showcase Las Vegas through the stories of four locals who have been touched by the spirit of the destination. Click here to learn more about these individuals and the venues that inspire them.

Girls Vegas Trip: August 1st was National Girlfriends Day and Las Vegas took the opportunity to remind women why Las Vegas is the ultimate place for a girl's trip! We created two different video pieces, as well as an Instagram story and other paid ad units, and used this day as a launchpad to showcase the destination. [Click here to view the video.](#)

Getting Social: Las Vegas continued the "Latest in Vegas" social content series with its second episode featuring Lisa Vanderpump's Cocktail Garden at Caesars Palace Las Vegas. This new hot spot features fun and playful cocktails, such as The Vanderpink Margarita, as well as tons of tasty treats, such as the goat cheese balls and the Vanderpump Rosé Cake. [Click here to view the video](#), be sure to visit Lisa Vanderpump's Cocktail Garden and keep a lookout for upcoming episodes!

Choose Your Own Vegas: Las Vegas recently collaborated with Matador, a leading publisher in the travel and tourism space, to create a custom content series titled Choose Your Own Vegas. The last video in the series highlights a variety of incredible dining options the destination has to offer, including Rose. Rabbit. Lie. at the Cosmopolitan of Las Vegas, Aureole at Mandalay Bay, and Top of the World at The Strat. Additionally, Matador created a video that highlights unique Downtown venues, including Velvetten Rabbit, The Writer's Block, Hatsumi, and many more. [Click the below links to view the videos:](#)
Video 1 • Video 2

ExtraTV Partnership: The LVCVA has renewed its partnership with ExtraTV. This year-long agreement provides a platform to showcase destination drivers, while highlighting top-tier celebrities and entertainers. The first segment of the season showcases the upcoming iHeart, Life Is Beautiful, A Day N Vegas and Metarama Festivals. [Click here to view the video.](#)

Tourism Industry News

Las Vegas Visitation Statistics - July 2019

Las Vegas hosted approximately 3.7 million visitors in July 2019, which is an increase of 0.7 percent over July 2018, this is attributed to strong weekends and the convention segment helping to drive gains for the month. Citywide occupancy exceeded last July by 0.3 points to 91.1 percent with a small gain in weekend occupancy of 97.2 percent and a slight decrease in midweek occupancy of 88.7 percent. The destination hosted approximately 498,800 convention attendees, which is a 22.2 percent increase over last July, supported in part by the return of the Association of Woodworking & Furnishing Suppliers. ADR increased by 6.6 percent to \$126.92, with RevPAR increasing 6.9 percent to \$115.62. (LVCVA news release, August 28, 2019)

McCarran International Airport Passengers for July

According to Clark County Department of Aviation officials, for the second time in airport history, more than 4.5 million passengers traveled through the airport in a single month. 2019 also marked the busiest July on record, with a two percent increase over last year. Year-to-date more than 28.9 million passengers have passed through the airport, which is up three percent compared to 2018. (McCarran International Airport news release, August 28, 2019)

Las Vegas International Visitation Estimates for 2018

Las Vegas hosted approximately 5.8 million international visitors in 2018, this is a 1.7 percent year-over-year increase. The countries with the most noticeable increases in 2018 were Brazil with 20.8 percent, Canada with 7.9 percent, the Philippines with 7.5 percent, the Netherlands with 6.8 percent and Ireland with 6.7 percent. The top markets for international travel to Las Vegas remain Canada, Mexico and the United Kingdom. (LVCVA news release, August 27, 2019)

Travel Talks Roundtable

Airport security, motor-vehicle traffic and the oncoming wave of more major-league sports and other live entertainment events in Las Vegas dominated a conversation of more than two dozen travel and tourism leaders Aug. 14 at the Delano Las Vegas. Rep. Susie Lee, D-Nev., the Las Vegas Convention and Visitors Authority (LVCVA, which produces Las Vegas Newswire) and the U.S. Travel Association hosted the “Travel Talks” roundtable. [READ MORE](#) (Las Vegas Newswire, August 19, 2019)

Travel Trends Index

According to the U.S. Travel Association’s latest Travel Trends Index (TTI), travel to and within the U.S. grew 2.4 percent year-over-year in June, - travel’s worst performance since September 2018. The Leading Travel Index (LTI) predicts travel will moderate through December 2019, a result of softer growth in domestic travel and stagnant international inbound travel. (U.S. Travel Association news release, August 6, 2019)

Las Vegas Visitation Statistics - June 2019

Las Vegas hosted 3.6 million visitors in June 2019, which is an increase of 1.2 percent over June 2018. Citywide occupancy increased to 91.7 percent with gains in weekend occupancy of 96.4 percent and midweek occupancy of 89.7 percent. The destination hosted approximately 514,000 convention attendees, with year-over-year growth showing gains in small and mid-sized meetings and increasing by 2.7 percent. ADR increased by 3.5 percent to \$120.43, with RevPAR increasing 4.7 percent to \$110.43. (LVCVA news release, July 30, 2019)

June 2019 New Record High for McCarran International Airport

According to Clark County Department of Aviation officials, June 2019 set a new record high for air traffic with 4.45 million passengers passing through McCarran International Airport, marking a 3.2 increase over last year. Year-to-date more than 25.3 million passengers passed through the airport in 2019, which is up 3.1 percent compared to 2018. (McCarran news release, July 29, 2019)

Join the Conversation

Join the #TourismMatters conversation with us @LVCVAImpact!

Thank you for your support of our #1 industry in Southern Nevada: Tourism!

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