

NEVADA GOVERNOR'S  
**GLOBAL TOURISM**  
SUMMIT

**Event Evolution – PROPOSAL**

**May 17, 2017**

The Nevada Governor's Global Tourism Summit has been in existence since 2015, as an evolution of the Governor's Conference on Tourism. In its three year span the conference already has proved to enhance opportunities to introduce Nevada to global buyers and the media and provide business development connections for the Nevada tourism industry. While the educational portion of the conference is interesting, according to post conference surveys, partners find the greatest value in the opportunity to meet one-on-one with the buyers and the media from key international markets. Partners also suggested holding the media and sales marketplaces at separate times allowing meetings with both.

The conference has historically rotated between Las Vegas and Reno, challenging the buyers and media by seeing only a portion of the state during their visit. The schedule as outlined below would allow us to hold these sessions in both the north and the south each year. The international buyers and media would participate in both the north and the south sessions.

For 2017, the Division of Tourism proposes the following schedule:

- Day 1: Arrivals
- Day 2: Morning: Activity in the area  
Afternoon (3 – 5 p.m.): Media Marketplace  
Evening Event (6 – 9 p.m.): Dinner/Possible Speaker (Governor, Lt. Governor)/Networking
- Day 3: Morning (9 – noon): Breakfast/Sales Marketplace  
Afternoon: Media (may depart in the morning)/Buyers Depart on FAM trip
- Day 4: FAM Trips
- Day 5: Arrive in destination  
Afternoon (3 – 5 p.m.) Media Marketplace  
Evening Event (6 – 9 p.m.): Dinner/Possible Speaker (Governor, Lt. Governor)/Networking
- Day 6: Morning (9 – noon): Breakfast/Sales Marketplace  
Afternoon: Activity in the area
- Day 7: Departures

This schedule would create a tremendous cost saving over a full-fledged conference. The venue contracts would be much less complicated with only one meeting room (or two if dinner is held on-site) and catering. A/V would be at a minimum and the overall food and beverage costs would be significantly less than the general minimum requirements at most venues. This also would provide greater flexibility in the types of venues that could host the Summit as the overall space/rooms needed is fairly small.

The insights/education component of previous conferences would not be entirely lost, but provided in an "always on" digital platform. As the TravelNevada.biz web portal continues to grow, ongoing educational webinars, presentations and links to various pieces of information will provide robust educational opportunities on a wide range of topics.