



Dear Industry Partners, Colleagues, and Friends Around the World:

What an unprecedented situation we are facing, one of anxiety and uncertainty. We want you to know that we share those feelings. But as we face this new reality, we face it together as an industry. You are not alone, and we are listening to your concerns and hopes for the future as we move through this current hardship.

Nevada is a state that excels in hospitality, which demands that we put the safety of our residents and our visitors first. Health and safety is a long-term priority, and we at Travel Nevada will responsibly pause the call for visitors and instead turn our focus to uplifting them from afar. We respect and support the demand for social distancing and taking exceptional care to confine the spread of COVID-19.

While travel is temporarily restricted, the business of travel continues. We continue to work behind the scenes to keep Nevada top of mind with media, tour operators, and consumers around the world. Nevada is resilient, strong, enduring, and will be ready when travel resumes.

As the statewide tourism marketing agency, please know that Travel Nevada cares about each town from Jarbidge to Las Vegas, Ely to Mesquite, Reno to Beatty, and everywhere in between. We know you, we know your saloons and shops, back roads and main streets. We want to hear your concerns and how we can encourage hope and recovery in the months to come. We are keeping a close eye on the industry, domestically and internationally, and will provide updates and support through this crisis and beyond.

Please feel free to reach out to me with your questions, concerns, or thoughts.

Sincerely and with great affection,

A handwritten signature in black ink, appearing to read "B. Scolari". The signature is stylized and fluid, with a prominent dot at the end of the last stroke.

Brenda Scolari  
Director, Nevada Department of Tourism and Cultural Affairs