

ECONOMIC IMPACT STUDY CONTRACT INFORMATION				
Anticipated Contract Amount:	\$110,000 annually			
Anticipated BOE Date:	June 2027			
Anticipated Contract Term:	From:	7/1/2027	To:	6/30/2031
Identify the names and titles of the individuals who will sign the contract:				
Name		Title		
Rafael Villanueva		Chief Executive Officer		
Stewart Terry		Chief Fiscal Officer		
Identify the name of the individual to whom the insurance documents should be sent:				
Name	Title		Email Address	
Stewart Terry	Chief Fiscal Officer		s.terry@dtca.nv.gov	

PROJECT OVERVIEW: The principal goal of this study is to measure the impact that the travel and tourism industry has on Nevada along with specific breakouts for different areas of the state. The Division of Tourism is soliciting proposals from qualified vendors to provide an economic impact study using a methodology reliant upon fiscal data along with other relevant data sources. Proposals should include the ability to estimate the impacts of travel and tourism among the following geographic breakouts: The state of Nevada; Five (5) pre-defined territories or regions (consisting of various cities in the State); Seventeen (17) counties; Nevada state legislative districts; and Nevada congressional legislative districts. The study, which will act as the foundation for any impacts/statistics related to tourism, is essential for the Division of Tourism and its statewide partners to gain critical insights into the following topics for each breakout listed above: Direct and Secondary (indirect and induced) Visitor Spending Impacts; Direct and Secondary (indirect and induced) Employment Impacts; Direct and Secondary (indirect and induced) Income Impacts; Direct and Secondary (indirect and induced) Gross Domestic Product Impacts; Direct and Secondary (indirect and induced) Tax Generation Impacts; Impacts by Industry Sector; and Visitor Spending by Spending Category; The Division of Tourism is requesting proposals from qualified vendors to provide a Nevada Economic Impact Study for a period of four years. The contract would commence July 1, 2027 and expire June 30, 2031. GOALS AND OBJECTIVES:
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1. Describe the economic benefits of travel and tourism throughout the State, including spending, employment, earnings and tax receipts;
2. Show impacts at the county, region and legislative district level;
3. Accurately describe trends;
4. Break out findings by industry sector;
5. Describe the secondary impacts to show travel and tourism connections with the remainder of the Nevada economy;
6. Analyze gross domestic product to allow comparisons with other important Nevada industries;
7. Make findings as accessible as possible throughout the State by using interactive dashboard reporting in addition to an economic impact report; and
8. Provide comparable findings to those of a minimum of the past five (5) years.