



# GovCon 2026



# GovCon 2025



# Overview

## Governor's Conference 2025

- Dec. 9-10, 2025
- Grand Sierra Resort Reno
- Attendees: 236
- Welcome Reception hosted by Visit Reno Tahoe
- Opening Keynote by Bestselling New York Times Author, Jenny Woods
- Sessions included conversations from Tourism Economics, U.S. Travel Association, Youth Sports, CEO panel, Human-Centric AI, International Travel Trends
- Battle Born Legacy Award presented to Stephen Ascuaga

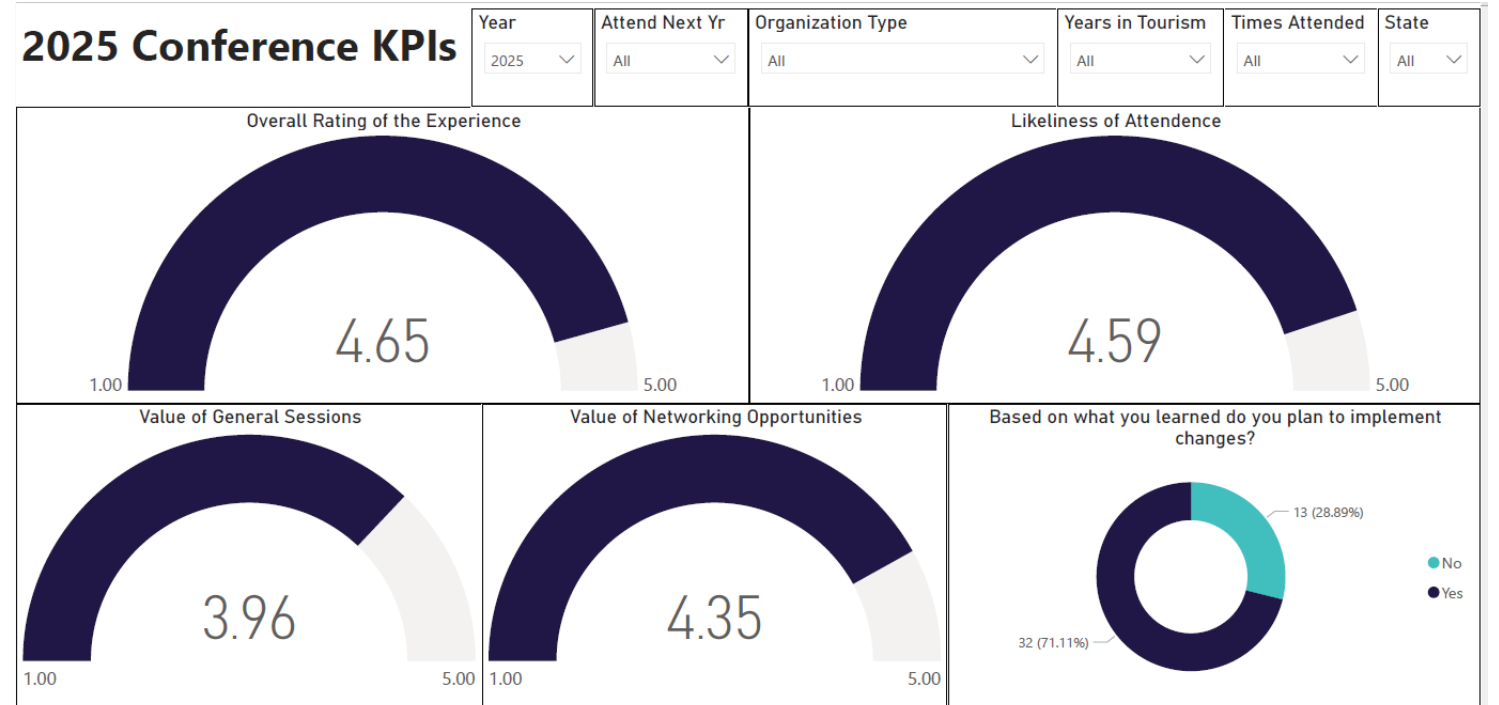


# Survey Results



# SURVEY RESULTS

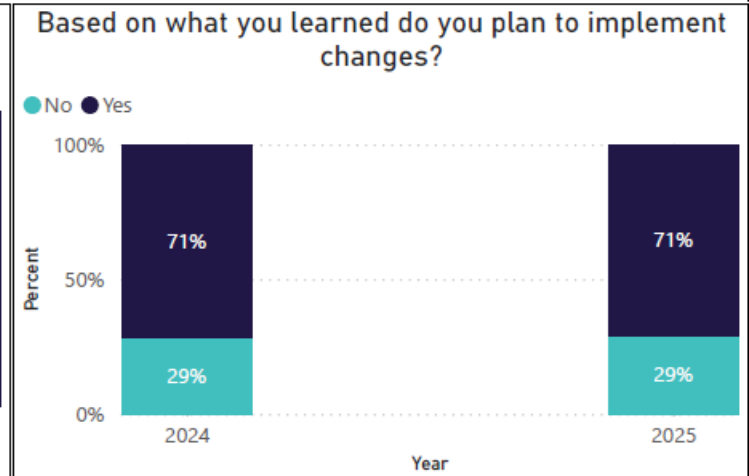
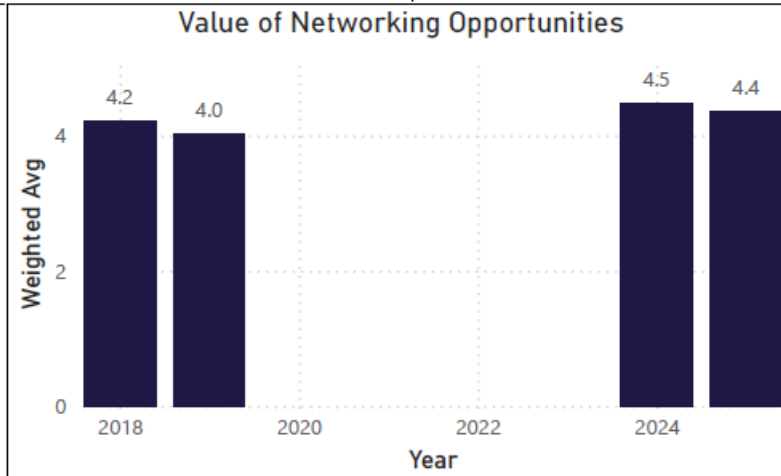
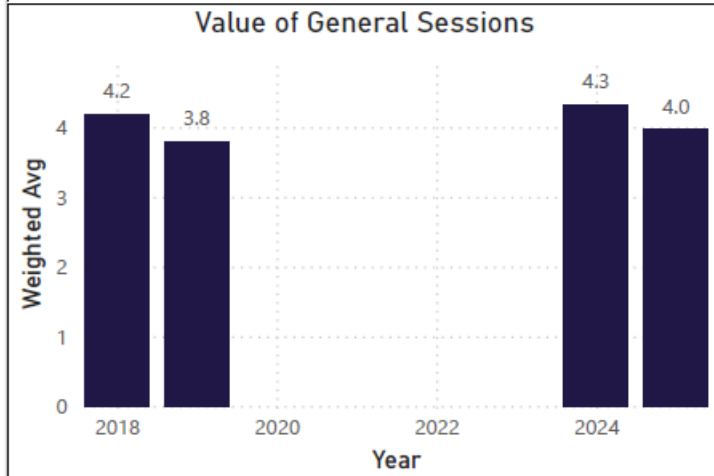
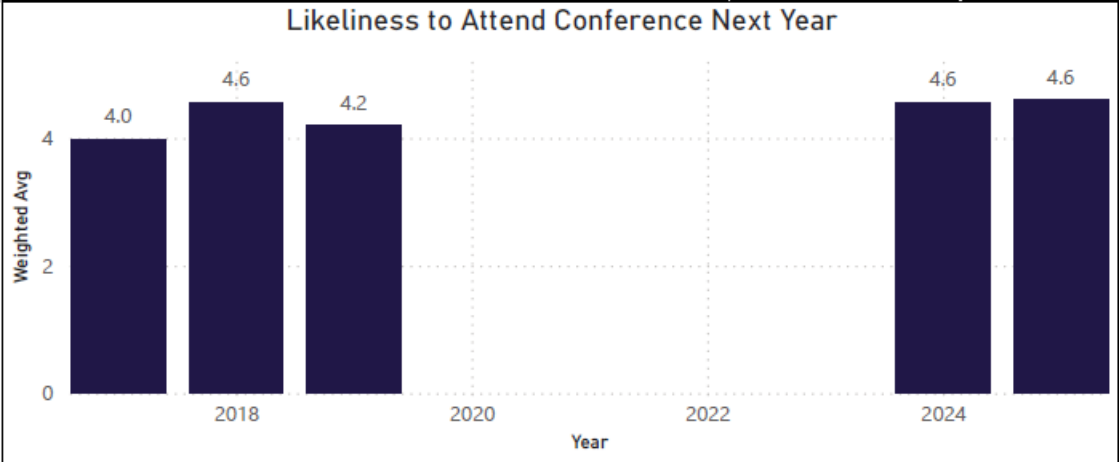
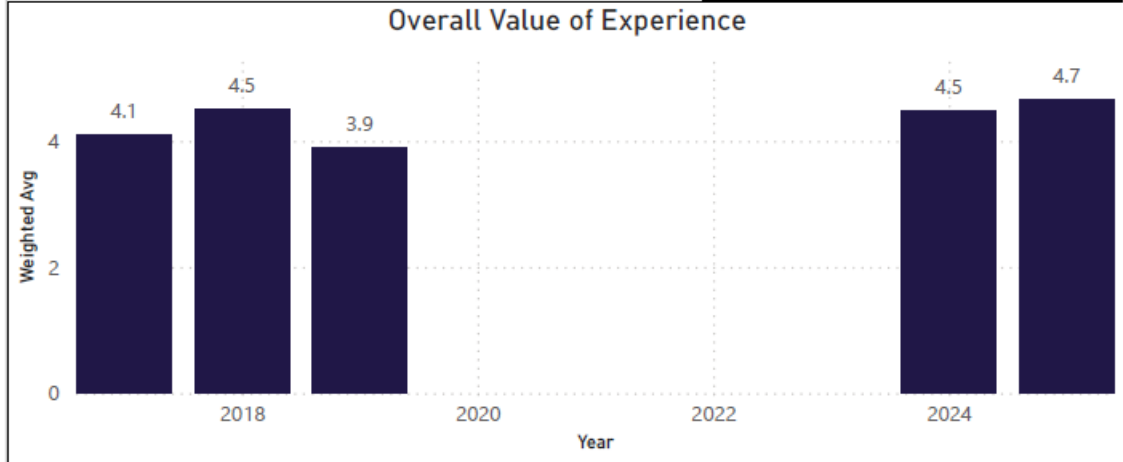
- **Overall Rating: 4.65/5**
- **Likelihood to attend in 2026: 4.59/5**
- **Value of Sessions: 3.96/5**
- **Value of Networking: 4.35/5**



# SURVEY RESULTS

## KPIs Over Time

Year	Attend Next Yr	Organization Type	Years in Tourism	Times Attended	State
All	All	All	All	All	All



# OVERALL TAKEAWAYS

## Comments

- “This year’s conference was well organized. The program felt balanced between motivating keynote (Jenny Wood) and industry leaders. It was good to have the sponsor booths in the same room for easy access between sessions.
- “The conference was excellent! The ease of all functions in one central location was helpful. The speakers were well thought out and certainly relevant. The GSR was a perfect venue for the conference.”
- “Though the tourism industry as a whole is facing headwinds, it feels as though there is momentum building in and for Nevada. This year’s conference perfectly demonstrated that.”

## Takeaways

- Consider looking into a session that encourages work at tables to break up the session format
- Elected official panel and/or separate meeting with representatives and their constituents
- General consensus is that attendees were looking for more data and trends. Will take into consideration for 2026 planning.

**THANK YOU**

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