



Las Vegas Territory

NCOT Presentation
March 4, 2026



Good morning Chair and Commissioners,

On behalf of Las Vegas Territory, I would like to sincerely thank the Commission and the Nevada Commission on Tourism for your continued confidence and support through the approval of our grant fund allocations. Your investment directly strengthens our ability to promote and position Southern Nevada's rural destinations in meaningful and measurable ways. We-grateful for your partnership and leadership in advancing tourism across the Silver State.

LAS VEGAS TERRITORY

Who We Represent

Las Vegas Territory serves as the Southern Nevada marketing arm under Travel Nevada, focused on promoting:



- Rural communities beyond the Las Vegas Strip



- Scenic byways and outdoor recreation



- Heritage, arts, and cultural experiences



- Small businesses and locally owned attractions

**Our mission is to ensure that visitors extend their stay
and explore beyond the neon.**



How Grant Funds Are Activated

The grant funds allocated by the Commission support three key pillars of our marketing strategy:



1. Sales Missions

- Domestic and targeted international outreach
- Direct engagement with tour operators, wholesalers, and receptive operators
- One-on-one appointments promoting rural product development



2. Trade Shows

- Representation at major industry marketplaces
- Increased exposure for Southern Nevada's rural partners
- Collective marketing presence under a unified Nevada brand



3. PR & Media Missions

- Domestic and local media outreach
- Journalist hosting and story development
- Strategic pitching of rural experiences

These efforts expand awareness in markets that individual rural partners would not be able to access independently.

Increased Visibility & Digital Growth

Grant funding has allowed us to significantly increase visibility across digital platforms:



Website Growth

- Expanded partner listings
- Enhanced rural destination storytelling
- Increased organic search visibility



Social Media Amplification

- Destination features
- Event promotions
- Short-form rural content campaigns

Through these channels, we are able to amplify rural voices and drive measurable traffic to partner businesses.

Measurable Impact

Because of these grant allocations, Las Vegas Territory has been able to:



- **Bring rural destinations to high-level sales marketplaces**



- **Generate media coverage that highlights non-gaming experiences**



- **Create opportunities for small businesses to be included in statewide campaigns**



- **Strengthen Southern Nevada's brand as a diverse, year-round destination**

These grants provide access, exposure, and economic opportunity that many rural communities would not otherwise have.

Economic Opportunity for Rural Nevada

The Commission's investment ensures that:



Rural communities receive marketing representation

Through dedicated campaigns and platforms.



Small operators gain exposure to global buyers

Connecting local businesses to a worldwide audience.



Visitor dispersal increases beyond Clark County's core

Encouraging exploration of lesser-known destinations.



Southern Nevada grows sustainably and strategically

Fostering long-term, responsible tourism development.

These efforts contribute to job support, local spending, and long-term destination development.

Looking ahead with Southern Nevada

With continued partnership and support from the Nevada Department of Tourism, Las Vegas Territory will:



**Expand participation
in high-impact sales
missions**



**Increase targeted
PR outreach**

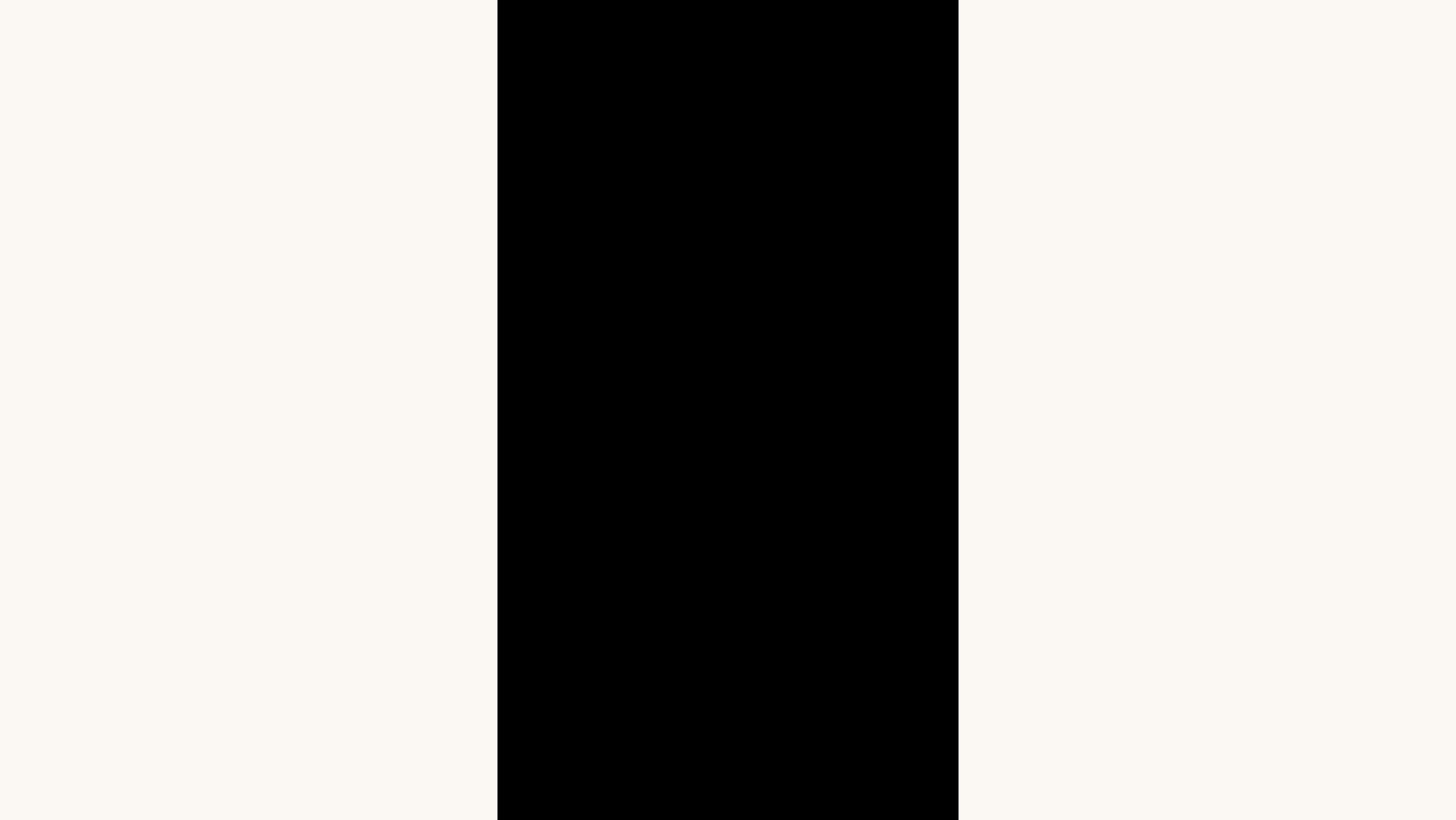


**Strengthen rural
digital campaigns**



**Build stronger
cooperative
marketing initiatives**

Our focus remains clear: promote **“Beyond the Neon”** and drive meaningful visitation to rural Southern Nevada.





Southern Nevada Thanks You!

Thank you again for your trust and **investment** in **Las Vegas Territory**. Your support empowers our rural destinations to compete, grow, and thrive in today's highly competitive tourism marketplace. We are proud to represent **Southern Nevada** and look forward to continuing to deliver **measurable results** for the **State of Nevada**.

Las Vegas Territory.

