

## **Las Vegas Meetings Industry LVCVA Outreach Efforts**

Given the recent media coverage regarding the meetings and convention industry in Las Vegas, the LVCVA has been very proactive in attempting to dispel the negative and misinformed information being disseminated by the media.

Actions we have undertaken in this effort include:

- Writing and issuing a letter to the President of the United States from the Chairman of the Board of Directors of the LVCVA to reinforce the importance and legitimacy of the meetings industry as a whole and specifically in Las Vegas.
- Reaching out to Nevada Congressional Delegates to assist them in finding venues to reinforce our message on Capital Hill.
- Issuing a nationwide news release, in partnership with the U.S. Travel Association (USTA) and Meeting Professionals International, decrying the negative publicity about Las Vegas and the meetings industry.
- Developing an intensive public relations campaign to work with media, such as the Associated Press, ABC News (national), the Wall Street Journal, CNN and other regional and local outlets, to tell the other side of the story about meetings in Las Vegas, including the potential damage that could be done to our economy with continued loss of business.
- Utilizing client partnerships to provide news media with interviews of frontline companies and workers who are and will be impacted by any loss of business in the meeting industry locally.
- Soliciting and utilizing client testimonials in our consumer business advertising program, in publications such as the Wall Street Journal and USA Today, to validate the professional nature and success of conducting business in Las Vegas, as well as the return-on-investment businesses achieve from meetings and business travel.
- Creating a meeting planner advertising program that includes booking incentives for bringing business to Las Vegas.
- Coordinating with the USTA and several other industry associations to craft guidelines designed to ensure responsible business travel practices for companies that have received federal aid / government assistance.
- Providing information to our clients, stakeholders and our congressional delegation to demonstrate the economic value, including jobs, related to the meeting industry.
- Developing and distributing talking points to our resort partners to ensure that the message from Las Vegas is consistent and strong.
- Working with State Legislators to ensure they are aware of the issue and providing them with appropriate message points.