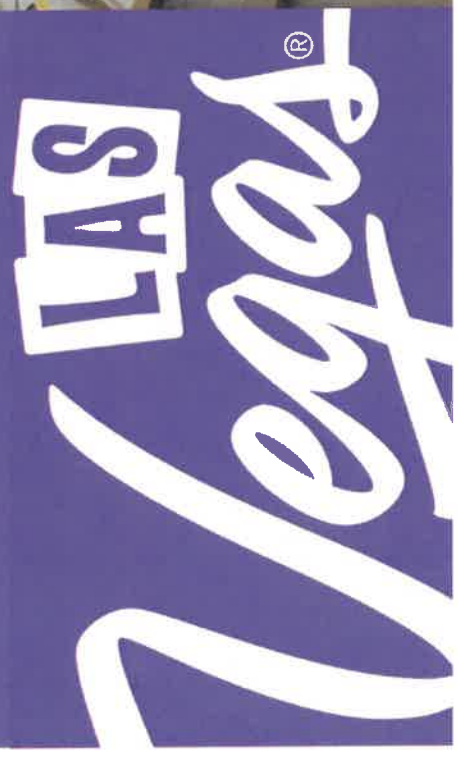
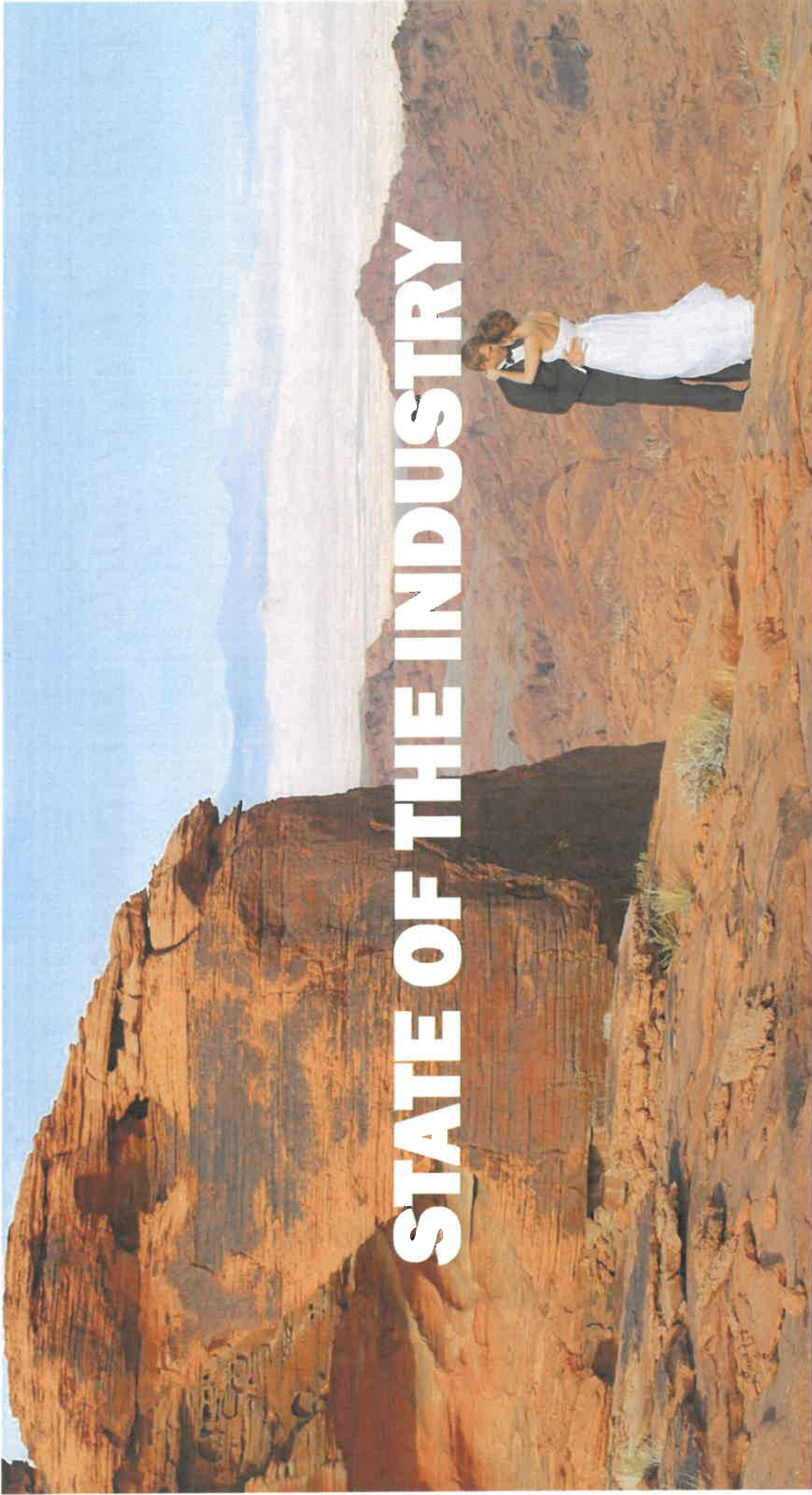


WEDDINGS TOURISM *UPDATE*

Lynn Marie Goya, Clark County Clerk
Kate Wik, CMO LVCVA

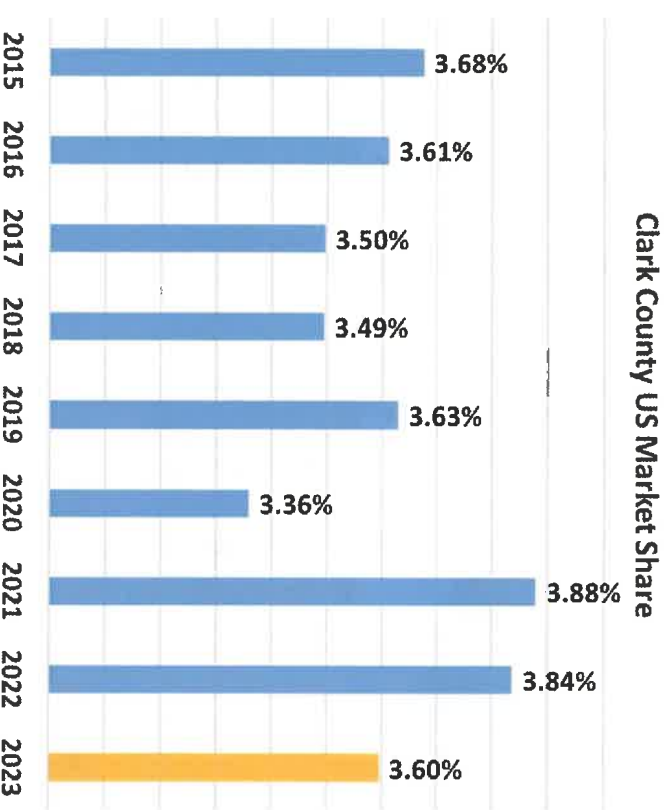
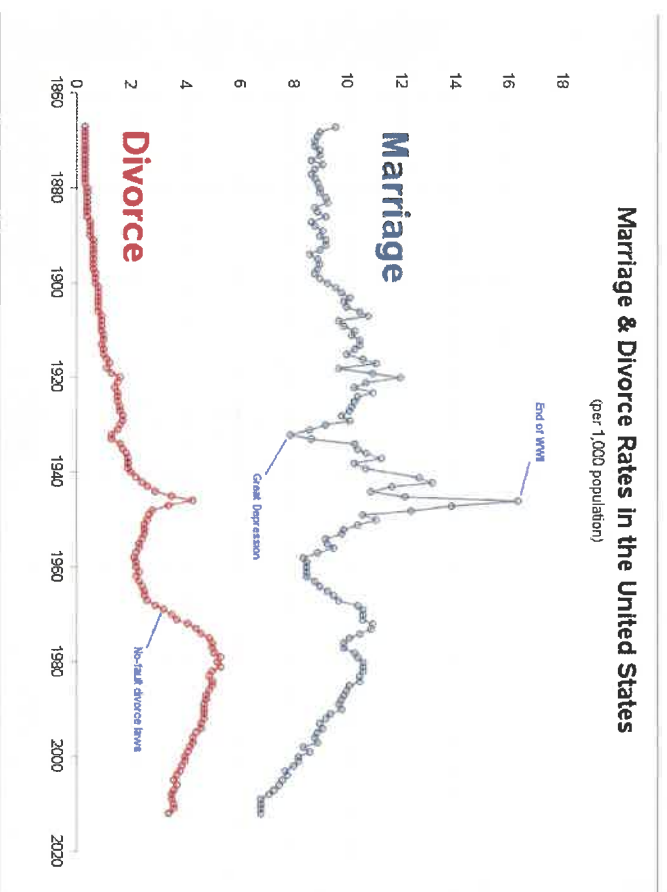


Make Las Vegas the
WEDDING
CAPITAL
Of the World.

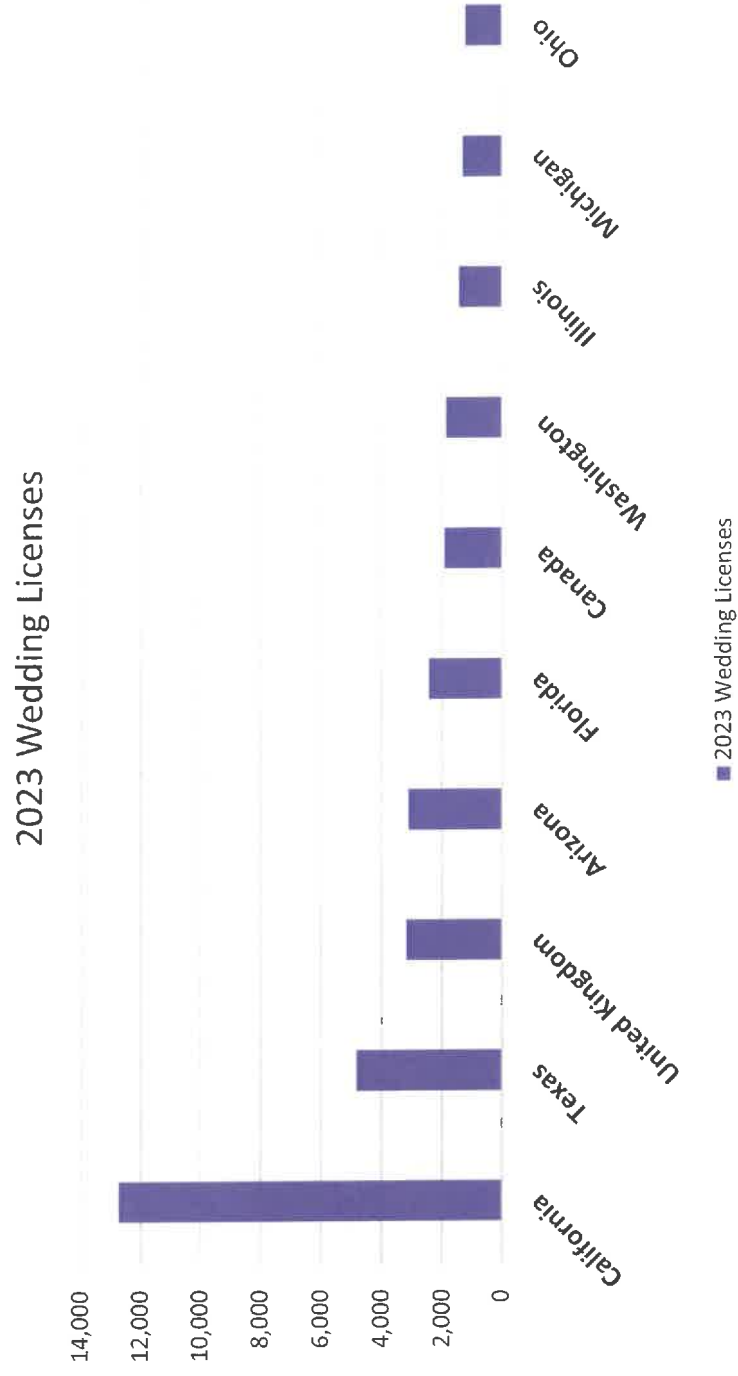
A full-page photograph of a man and a woman in formal attire embracing on a desert cliff. The man is wearing a black tuxedo and the woman is wearing a white dress. They are standing on a rocky ledge overlooking a vast desert canyon. The sky is blue with some clouds. The title 'STATE OF THE INDUSTRY' is written in large, white, bold, sans-serif capital letters across the middle of the image.

STATE OF THE INDUSTRY

Despite Headwinds, **MAINTAINING OUR SHARE**

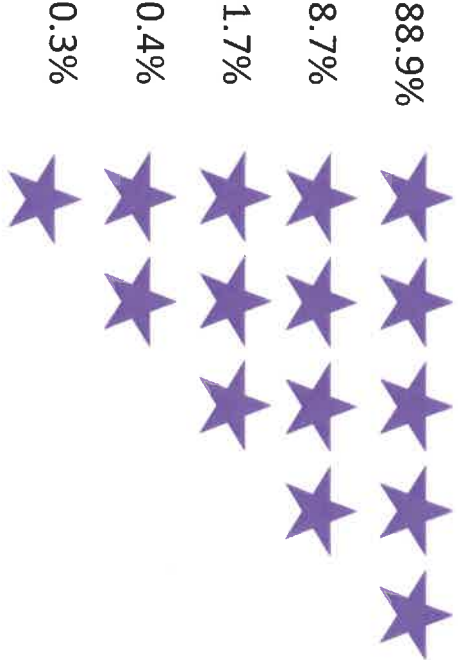


Domestic + International, TOP TEN MARKETS

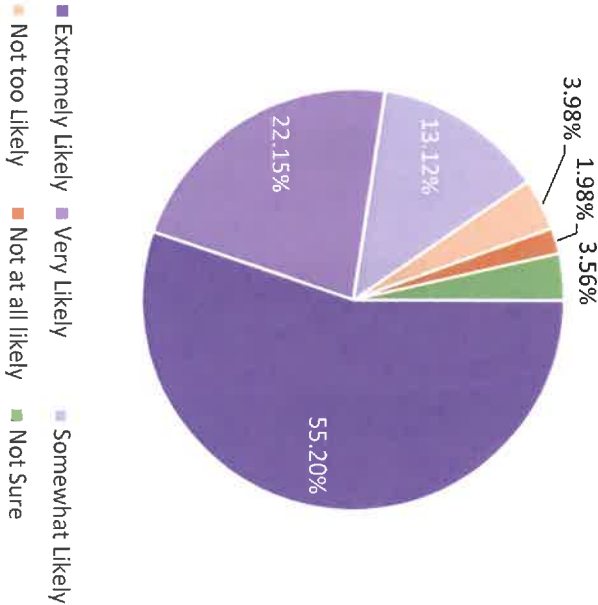


County Surveys, **HIGH SATISFACTION**

97% 4-Star or Above Experience Rating



90% Likely to Return for Anniversary Celebration



Marriage License Bureau **MURAL REFRESH**



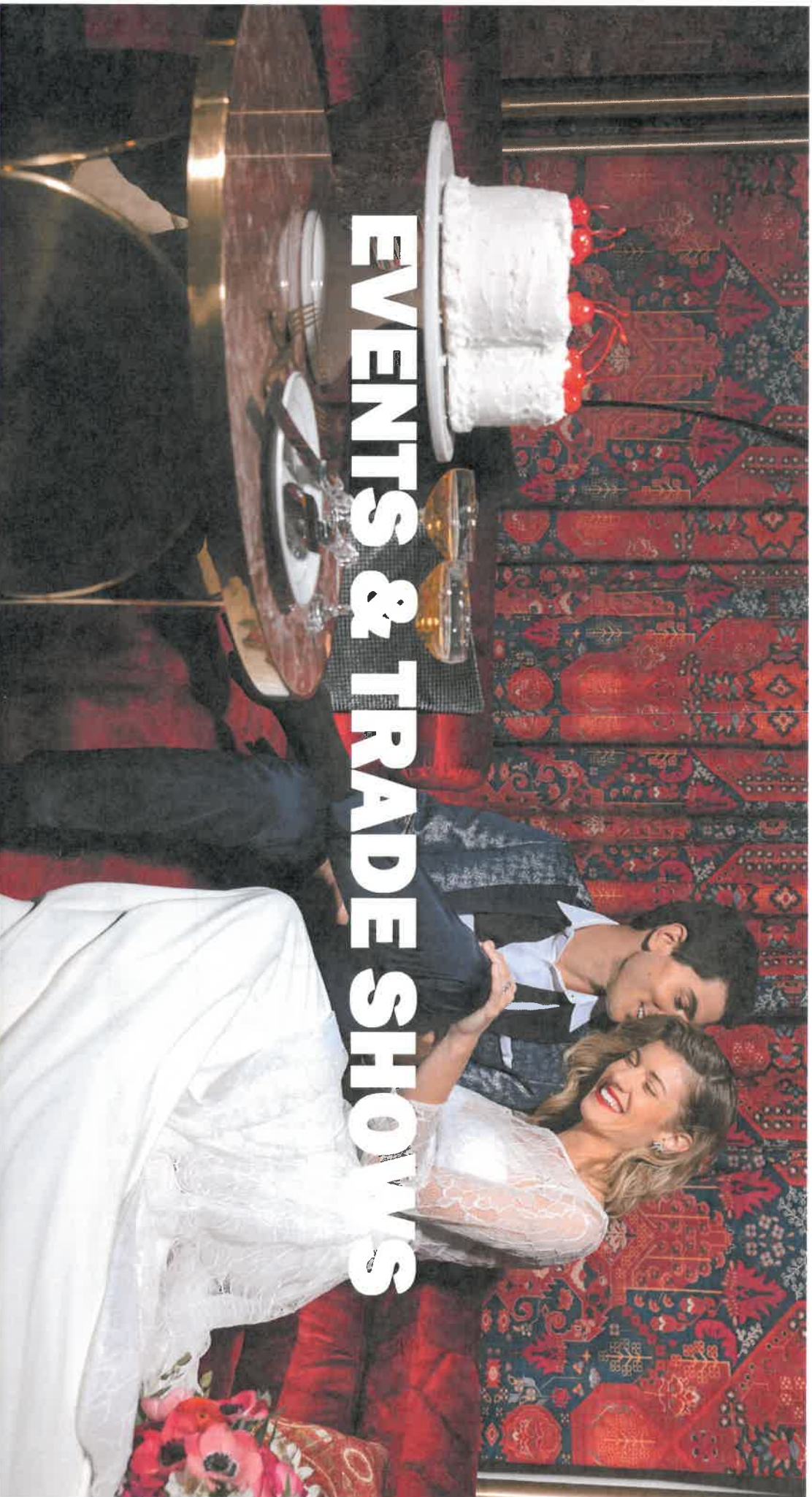


MARKETING SNAPSHOT

FY2025 INTEGRATED TEAM



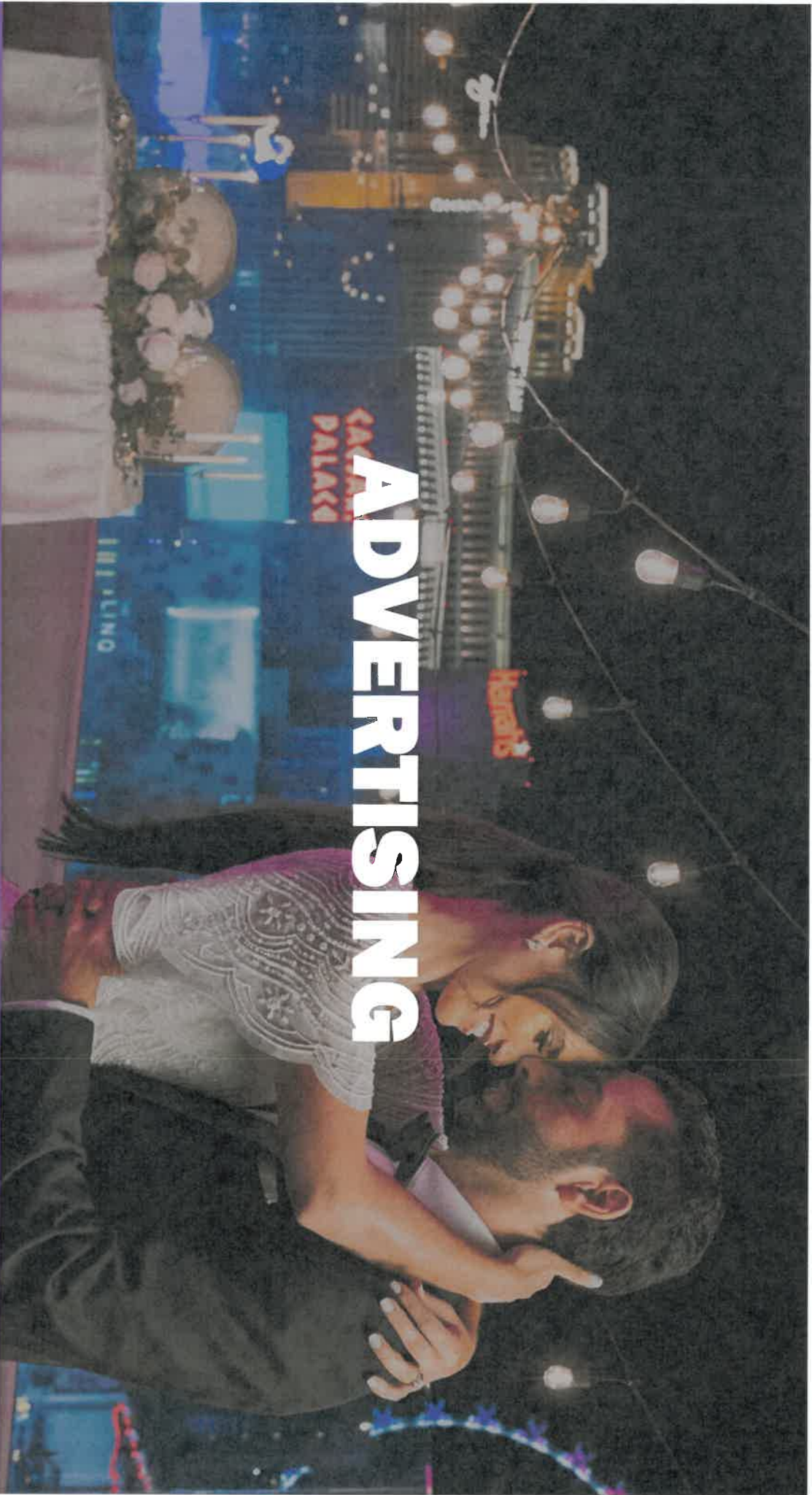
Events * Trade Shows * Sales * Marketing * Advertising * Digital Media * Social Media * PR



EVENTS & TRADE SHOWS

Events & Tradeshow





ADVERTISING

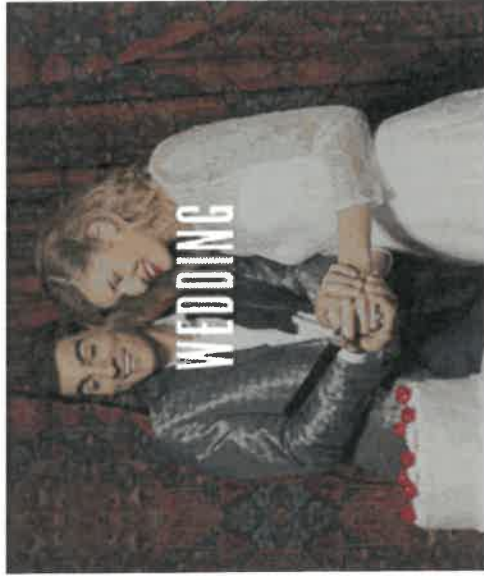
FOREVER HAPPENS HERE



FOREVER HAPPENS HERE



FOREVER HAPPENS HERE **ONLINE BANNERS**



MEDIA **TRADITIONAL AND DIGITAL DOMESTIC PARTNERS**

BRIDES *the knot*



WEDDINGWIRE

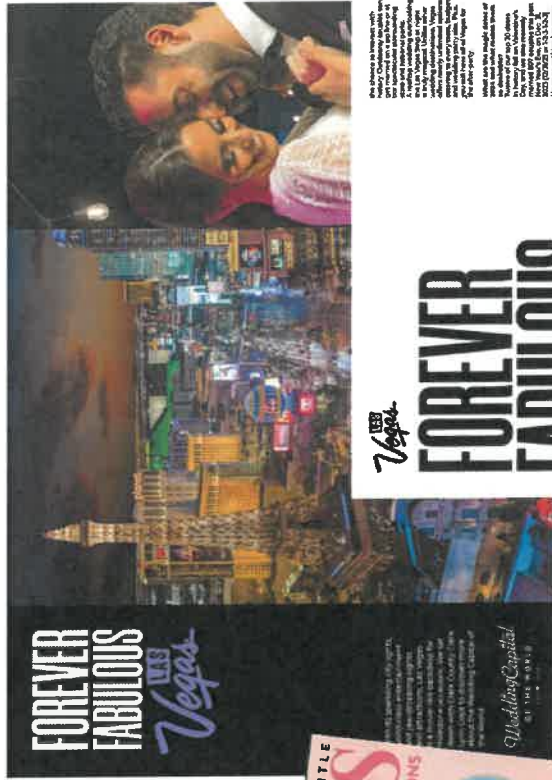


REFINERY29

lovely

equalpride
LGBTQ+ OWNED AND OPERATED
THEUROKATE Out PRIDE plus THEUROKATE

UK PRINT ADS

[illegible][illegible][illegible]

the chance to become a star. "I'm not going to get married in a sex line or at the beach or to some landscape surrounding it," he says. "I'm going to get married in Las Vegas, standing next to the Eiffel Tower."

In a study reported earlier this month by a research team at the University of California, Irvine, researchers found that men who offer money to women to have sex are viewed as less attractive than those who offer to go to a restaurant or to a movie.

But after-party

the most likely place of sex is at a party, and when the party is over, the sex is over. "The majority of our top 30 dates were at parties," says a spokesman for eHarmony.com. "You can't have a date if you're not at a party."

But what if you're not at a party? "I've had 100 e-mails from guys who want to have sex with me," says a 25-year-old woman. "However, nothing has turned into a date yet." She's a 25-year-old woman who lives in a small town in Ohio. She's a single mom with a 10-year-old son. She's a special kind of girl. She's a

FOREVER FABULOUS

With his sparkling silver wig, warts, and ornate, jeweled robes and accessories, Las Vegas is a medieval fantasy for medievalists. We sat down with Clark County Clerk Lynn Soto to discover more

What makes the Las Vegas market a standard for other markets?

Las Vegas offers a unique combination of amenities and entertainment options that are not found in other markets. The city is known for its vibrant nightlife, world-class entertainment, and a variety of dining options. The city's location in the heart of the desert provides a unique backdrop for its entertainment and gaming industry. The city's infrastructure, including its airport and highways, is well-developed, making it a convenient destination for visitors. The city's climate is also a major draw, offering a warm and sunny environment year-round.

What are the challenges facing the Las Vegas market?

The Las Vegas market faces several challenges, including a high cost of living, a reliance on the gaming and entertainment industry, and a lack of diversity in the economy. The city's high cost of living is a significant barrier for many residents, particularly those in the lower income brackets. The city's reliance on the gaming and entertainment industry makes it vulnerable to economic downturns in that sector. Additionally, the city's lack of diversity in the economy limits its ability to attract investment and create jobs in other sectors.

What are the opportunities for the Las Vegas market?

The Las Vegas market has several opportunities for growth, including the development of new entertainment and gaming venues, the expansion of the city's infrastructure, and the diversification of the economy. The city's location and amenities make it an ideal destination for new entertainment and gaming venues. The city's infrastructure, including its airport and highways, can be expanded to accommodate more visitors. Finally, the city's location and amenities make it an ideal destination for a variety of other industries, including technology, healthcare, and education.



CREATIVE PARTNER SOCIAL



REFINERY29 CANVAS POST

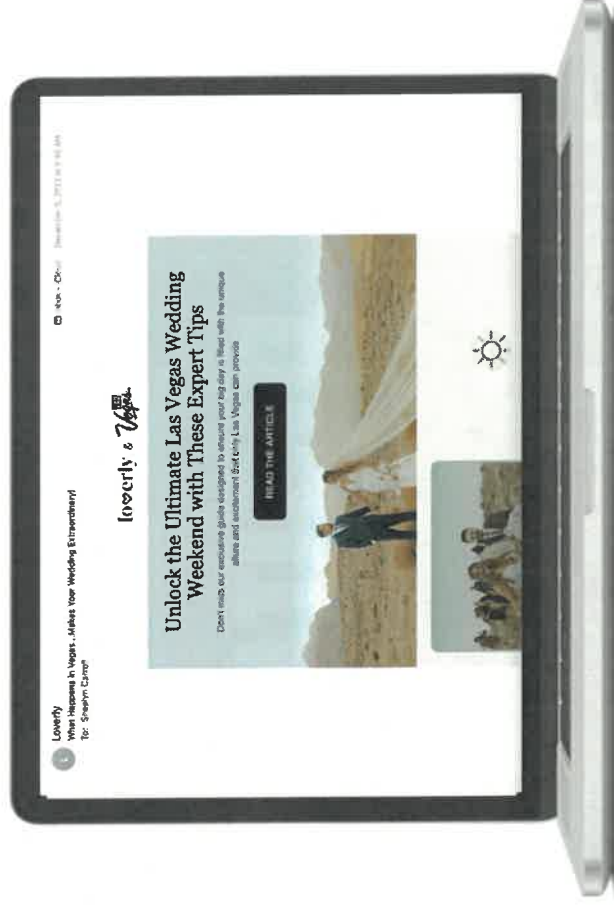


THE KNOT CUSTOM PINTEREST POSTS

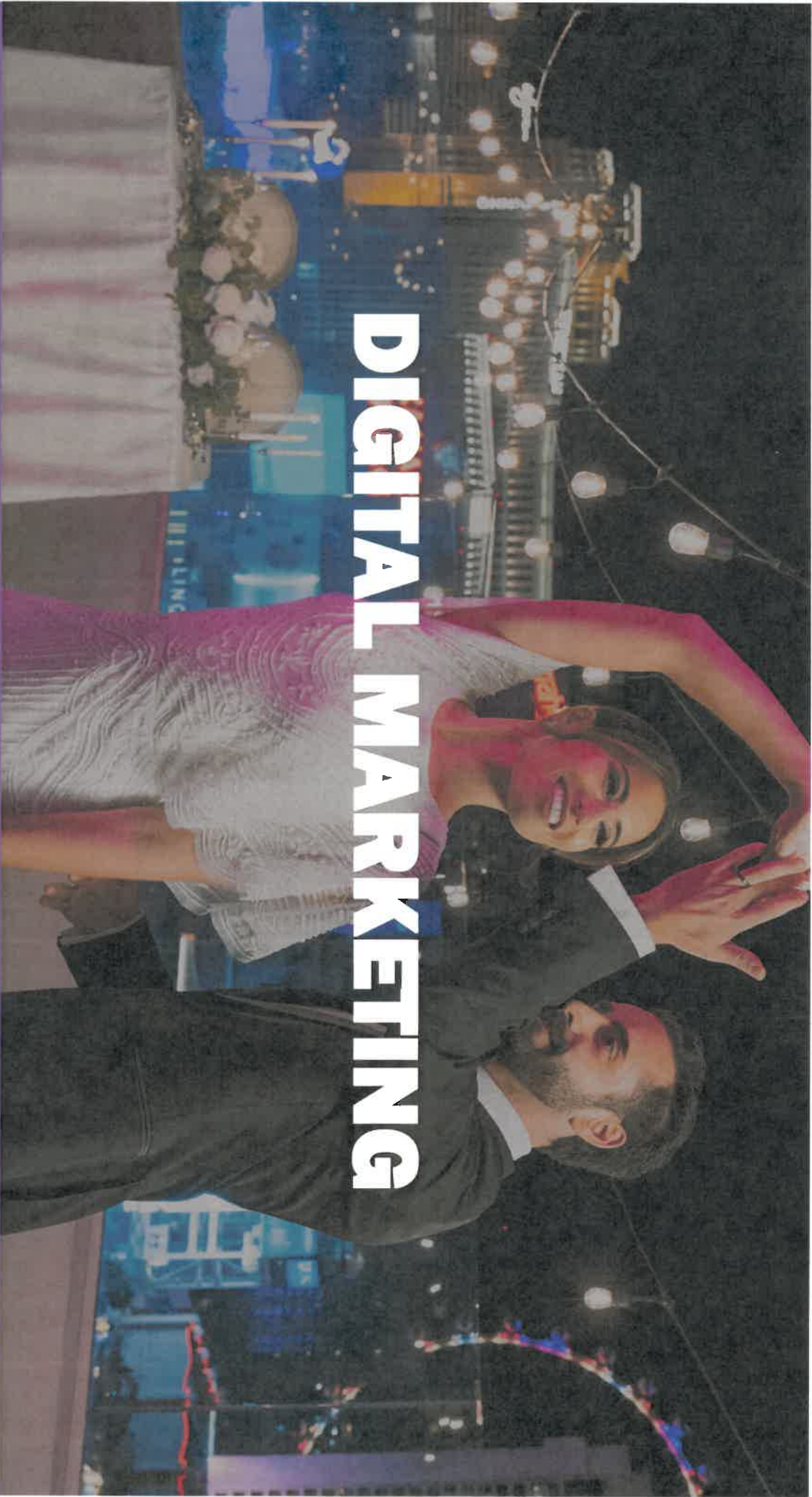
CREATIVE PARTNER ARTICLES



CUSTOM ARTICLE & COMPANION ROADBLOCK BANNERS ON EQUAL PRIDE



CUSTOM ARTICLE PROMOTION: NEWSLETTER



DIGITAL MARKETING

WEDDINGS SITE PERFORMANCE

VISITLASVEGAS.COM/WEDDINGS PERFORMANCE

FY2024 (JULY 1ST, 2023 – JUNE 30TH, 2024)

Site Visits

323,403

Page Views

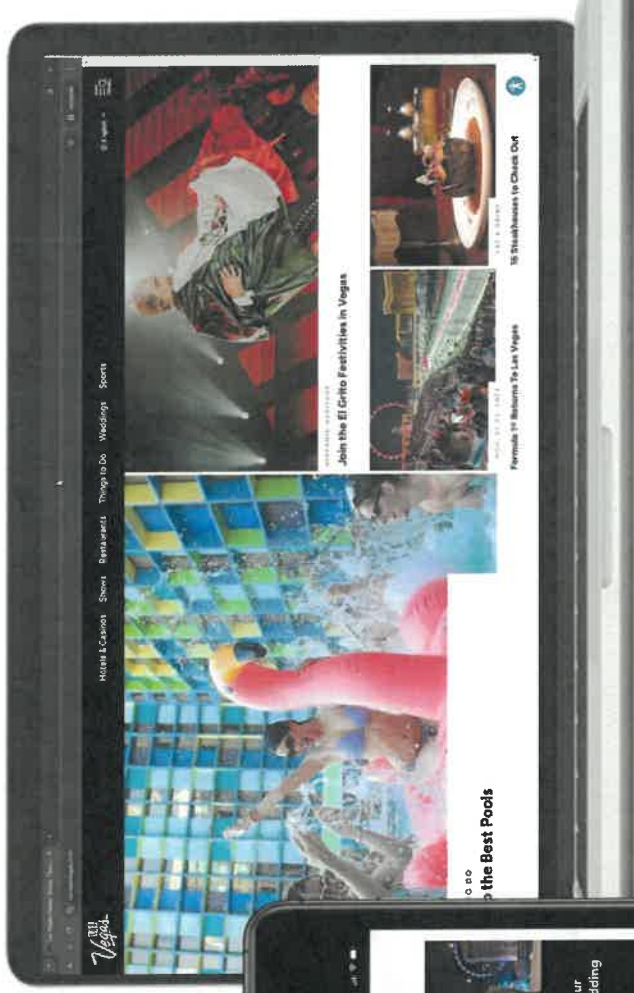
702,300

Engagement Rate

57.3%

Avg. Engagement

57s



*Pageviews account for all pageviews a user generates during their site visit.

Source: GA4

WEDDINGS SITE PERFORMANCE

WEDDINGS.VEGAS PERFORMANCE FY2024 (JULY 1ST, 2023 – JUNE 30TH, 2024)

Site Visits	Page Views
265,062	467,104
Engagement Rate	Avg. Engagement Time
59.7%	1m 11s



*Pageviews account for all pageviews a user generates during their site visit.

Source: GA4

SOCIAL MEDIA FY24 RESULTS

@Vegas Social Media Overview

39

Weddings Posts

28.1M

Impressions

7.7M

Followers across @Vegas social channels



SOCIAL MEDIA TOP PERFORMING CREATIVE



DID YOU KNOW TODAY IS THE MOST POPULAR WEDDING DATE OF THE YEAR?



This day only happens once every four years



Unique Las Vegas Pop-Up Wedding Chapels



Say "I do" in Vegas

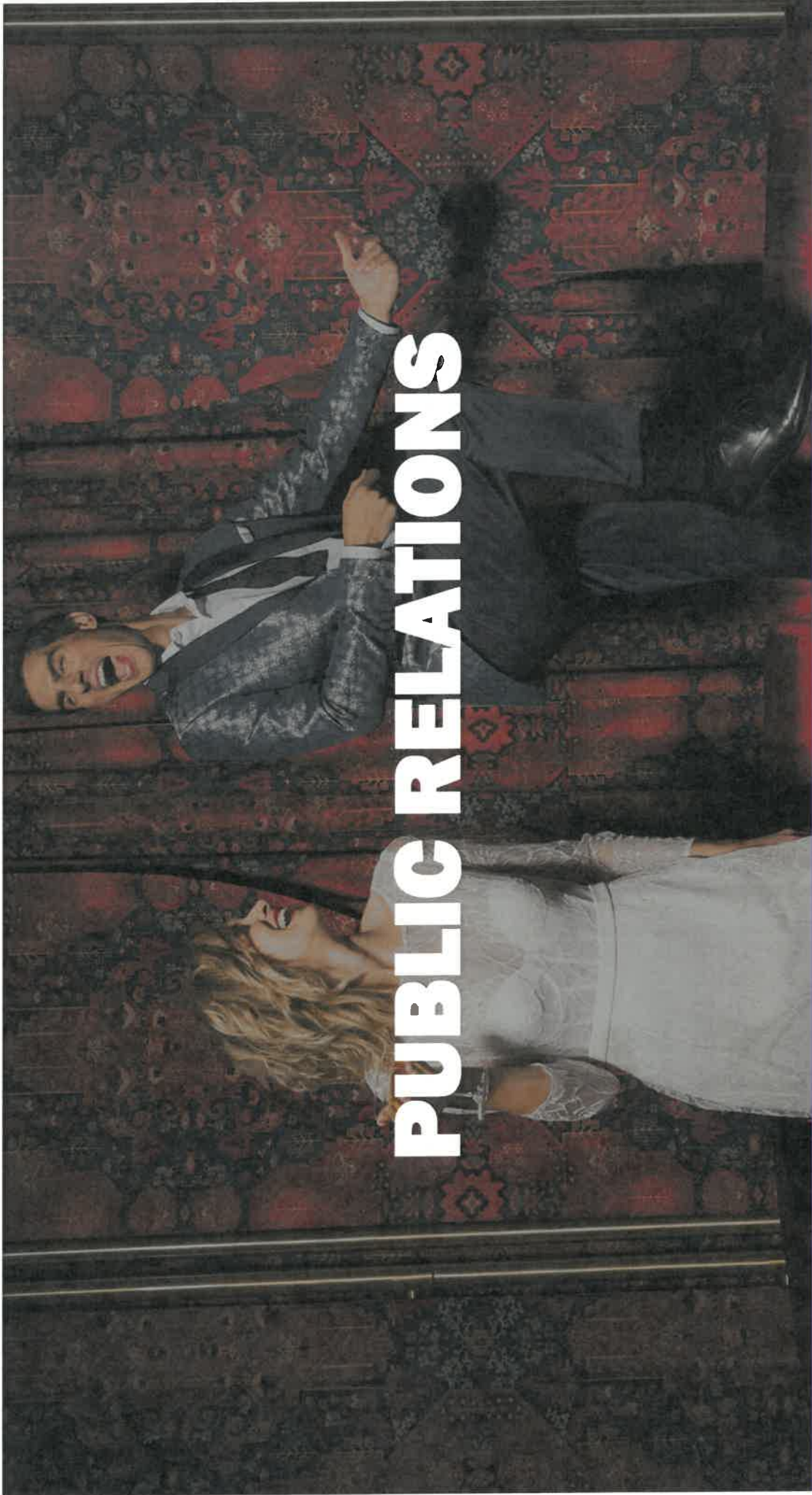


Proposals in Vegas look like



Renew your vows Vegas-style





PUBLIC RELATIONS

PUBLIC RELATIONS

JULY 2023 – JUNE 2024

LAS VEGAS WEDDINGS IN THE NEWS

7.5K
Number of Articles

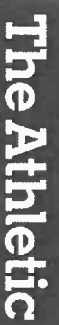
17.4B
Impressions



What makes Las Vegas the wedding capital of the world?



Kelly Ripa and Mark Consuelos Are
Returning to the Vegas Chapel Where They
Eloped, 28 Years Later (Exclusive)



Inside the Las Vegas Grand Prix's wedding
chapel: 'It's part of Vegas, part of F1'



Las Vegas, baby! How to plan an
unforgettable romantic getaway



F1 News: Las Vegas Grand Prix Reveals First Ever F1-Themed Wedding Chapel

The New York Times

The Undying Appeal of the Las Vegas Wedding

After 70 years as the “Wedding Capital of the World,” the glittering city that attracts thousands of couples seeking unconventional nuptials has grown beyond the drive-through wedding.



Sept. 23 marked the 70th anniversary of Las Vegas being first called the “Wedding Capital of the World.” A Little White Chapel is one of many chapels sprouted all over the city where hundreds of couples exchange vows in 15-minute ceremonies. *Reagan Brown for The New York Times*



BUILDING MOMENTUM



FOREVER HAPPENS HERE



