

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

Petitioner: Yolanda T. King, County Manager

Recommendation:

Receive a presentation from the Las Vegas Convention and Visitors Authority (LVCVA), including an overview of efforts and results around pandemic recovery of the destination; and highlighting key events secured as part of the promotion of Las Vegas. (For possible action)

FISCAL IMPACT:

Fund #:	N/A	Fund Name:	N/A
Fund Center:	N/A	Funded PGM/Grant:	N/A
Amount:	N/A		
Description:	N/A		
Additional Comments:	N/A		

BACKGROUND:

The Las Vegas Convention and Visitors Authority attracts visitors by promoting Las Vegas as the world's most desirable destination for leisure and business travel. In 2020, the first year of the global COVID-19 pandemic, visitation dropped to 19 million visitors, from 42.5 million visitors in 2019. In 2021, the destination achieved a partial recovery of 32.2 million as the pandemic continued.

Bringing key events to the destination is significant pillar of the LVCVA strategy. It helped fuel the partial recovery in 2021 and will propel us through 2022 and beyond. In the first half of 2022, Las Vegas will have successfully hosted The Academy of Country Music, The Grammy's, and The Billboard Music Awards, and has been the backdrop for global sensations like BTS. And, as for marquee sporting events, Las Vegas will host the 2022 NFL Draft, 2024 NFL Superbowl, and recently announced a three-year agreement with Formula 1 beginning in 2023.

Cleared for Agenda

04/19/2022

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