



FOR IMMEDIATE RELEASE

CONTACT: Ronele Klingensmith / Kristen Power
RKPR Inc.
775-323-6333 / media@rkpr.com

NEVADA TOURISM SUMMIT SET FOR MARCH 18

Save Nevada Tourism Hosts Conference to Rally Industry Amidst Proposed Cuts

CARSON CITY, Nev. (Feb. 25, 2009) — Tourism officials from across the state converge on the state's capital March 18 for the first Nevada Tourism Summit. The half-day conference in Carson City, Nev., emphasizes supporting tourism on a statewide level and comes one day prior to the first Legislative Committee hearing on the Nevada Commission on Tourism's (NCOT) proposed budget cuts. Speakers confirmed for the summit include Lorraine T. Hunt-Bono, commissioner on the Nevada Commission on Tourism and former Nevada Lieutenant Governor and president of the Nevada State Senate, and Bill Siegel, CEO of Longwoods International, a noted tourism and market research consultancy.

"Tourism is the backbone of Nevada's economic vitality and the Nevada Commission on Tourism spearheads the state's efforts in an effective manner attracting numerous visitors while supporting tourism agencies, large and small, throughout Nevada," said Candy Duncan, executive director of the Carson City Convention and Visitors Bureau. "The Nevada Tourism Summit is a grassroots effort designed to bring together tourism leaders throughout the state to talk about tourism in the wake of the current economic slowdown, hear directly from industry leaders about the importance of not backing down on current efforts and provide insight from those have learned these lessons the hard way. Our goal is to pack the conference center with concerned tourism officials and have an honest discussion about how important this truly is."

A Las Vegas and Nevada hospitality industry executive for 30 years, Hunt-Bono was the first woman to chair the Las Vegas Convention and Visitors Authority Board of Directors. She served two terms as Nevada's Lieutenant Governor and led the Nevada Commission on Tourism's successful effort to secure an exclusive license to market Nevada in the People's Republic of China. She was first appointed to the Commission on Tourism by then Governor Richard Bryan in 1983. She has been a strong advocate of rural and state tourism. For her leadership, Lorraine was the recipient of the first Lifetime Achievement Award at the Governor's Conference on Tourism in 1993. In 2007, she was reappointed to NCOT by Governor Jim Gibbons where she currently serves as commissioner representing the private sector.

Siegel, chairman and CEO of Longwoods International, a market research consultancy highly regarded in the tourism industry, is author of the well-known Longwoods study of the Colorado Tourism industry. His presentation titled, "What Happens When You Stop Marketing? The Rise and Fall of Colorado Tourism," provides a case study about the disastrous path Colorado faced after slashing its marketing budget. The long recovery serves as a national example for those not looking to repeat the dire effects left by losing market share. Since founding Longwoods in 1978, Siegel has built an international organization that has assisted clients in six countries and 37 states. He holds a Ph.D. in psychology from the University of Michigan. His work has been cited in broadcast and print media around the world, including The New York Times, USA Today, Newsweek and The Times of London.

-more-

The Nevada Tourism Summit is held at the Gold Dust West Hotel and Casino, 2171 Highway 50 East, Carson City on March 18. Registration begins at 9 a.m. and the program runs from 10 a.m. – 2 p.m. The cost is \$45 and includes lunch. Attend only the lunch for \$20. Advance registration is required by e-mailing info@savenevadatourism.com. Registration fees will be collected at the door.

For additional information on the Nevada Tourism Summit or the Save Nevada Tourism effort, visit www.SaveNevadaTourism.com.

Save Nevada Tourism is a group of concerned citizens that support the tourism efforts of the State of Nevada. All work in this effort is donated and we are not associated with the Nevada Commission on Tourism or any other State or local organization. Tourism entities represented include: Carson City Convention & Visitors Bureau; Carson Valley Chamber of Commerce & Visitors Authority; North Lake Tahoe Chamber of Commerce; Incline Village/Crystal Bay Visitors Bureau; North Lake Tahoe Resort Association; Lake Tahoe Visitors Authority; and Lake Tahoe South Shore Lake Chamber of Commerce.

###