



March 14, 2022

EVENTS & SALES

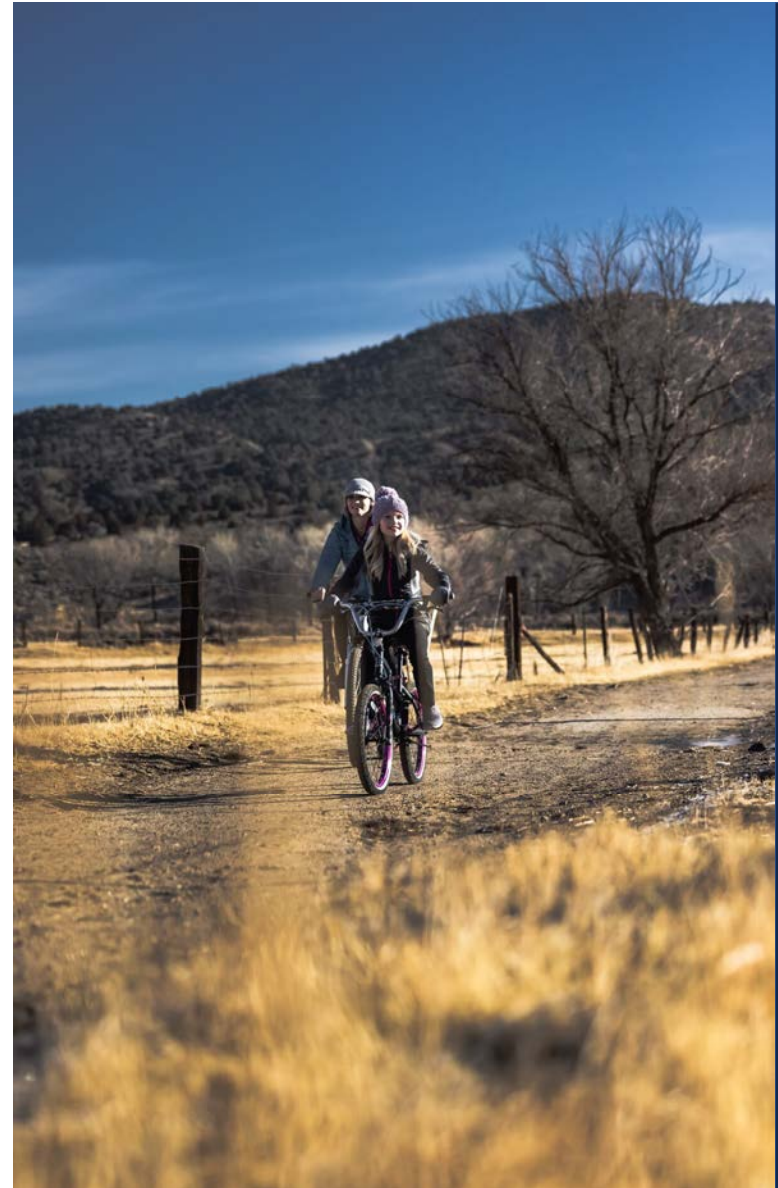
CTA BOARD MEETING PRESENTATION





PRESENTATION OUTLINE

- Go West Summit Recap
- IPW June 2022





Reno February 14-17

GWS, where U.S. and Canada-based tourism suppliers representing CVB's, lodging properties, resorts, adventure outfitters, shopping facilities, attractions, state departments of tourism and qualified journalist are invited to register and take appointments with buyers responsible for bringing visitors to the American West.

- 36 appointments scheduled over two days
- 36 appointments were completed including 6 media appointments
- All follow up has been made
- Leads are already generating for future tours and FAM tours with media publications
 - Face of America Magazine FAM beginning plans for July
- Adventure Day was a success
 - 23 tour operators and media attended our Hidden Gems Adventure Day
 - Great feedback and fun on the Kit Carson Trail, the Capitol and Stewart Indian School

"Thank you so much for your email and follow up. I had a great time at GoWest and it was amazing to meet you!

I hope we will stay in touch (GoWest 2023?). If I need more info, I will definitely send you an email.

In my opinion Carson City is a gem and more people should explore this amazing town."

-Ruben, Travel Agent in Belgium



IPW June 2022

Visit Carson City to be in the Nevada Pavilion

IPW is the travel industry's premier international marketplace. It is a business appointment-based show that brings together:

- U.S. travel organizations from across the country representing all categories of the industry
- International and domestic leisure buyers
- International meeting and incentive buyers
- International and domestic journalists
- International Advisory Committee representatives
- Visit USA representatives
- U.S. Government Commercial Service representatives
- Marketing and technology providers





THANK YOU

VISIT
CARSON
CITY **NV**