

EVENTS & SALES

CTA BOARD MEETING PRESENTATION



January 13, 2025 | Stu Wexler



PRESENTATION OUTLINE

- ABA 2025 PHILADELPHIA
- FUTSAL 2025
- 2025 TOURNAMENT UPDATES
- UPCOMING 2025 TOURISM SHOWS
- MAKING MEMORIES TOURS UPDATE



FACE-TO-FACE APPOINTMENTS

ABA offers a max of 54 seven-minute pre-scheduled appointments, where motorcoach and tour operator buyers obtain information and create business relationships with travel industry sellers. These one-to-one appointments are the core of the ABA Marketplace week.



ABA RETURNS TO RENO IN 2026

VISIT
**CARSON
CITY**
NV

CARSON FUTBOL CLUB FEBRUARY 1-2, 2025



Carson Futbol Club is a fast-growing competitive Soccer Club in Northern NV. There are 40 registered teams currently, with more teams expected to register before the tournament starts.



WILD WEST FUTSAL TOURNAMENT

At the Multi-Purpose Athletic Center (MAC) in Carson City, NV

- One weekend only, 3 games guaranteed
- All teams will play 5 per side (4 field players and 1 goalkeeper)
- Max roster size of 10



2025 TOURNAMNET UPDATES

We are working on the 2025 Tournament Schedule with CCPROS and the tournament coordinators to adjust all dates for the August and September tournaments at Centennial Park due to the installation of the new synthetic turf starting in late July.

All events and tournaments scheduled at Livermore Sports Complex, Fuji and Mills Parks and the MAC will proceed as planned.



2025 TOURISM SHOWS



Visit Carson City will 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



- Sports-related travel generates 90 million room nights and \$32 billion in direct spending every year nationally.
- We have been working with a couple of organizations from the TEAMS 24 show to bring to bring their tournaments to Carson City.
- Maximum of 40 appointment with convention bureaus, sports commissions, suppliers and sponsors.

AUGUST 2025

Making Memories Tours

This is a contracted 3-day tour for 40 people that will be based out of Carson City.

Their adventure days will be in Virginia City and Lake Tahoe, along with itineraries in Carson City.

This lead is from NTA.

We are working on bringing two tours a year to Carson City.





THANK YOU

VISIT
CARSON
CITY NV