

EVENTS & SALES

CTA BOARD MEETING PRESENTATION

November 9, 2026 | Stu Wexler



PRESENTATION OUTLINE

- SPORTS ETA - S4 SUMMIT
- SOCCER TOURNAMENTS
- MX REVERSE SALES MISSION
- TEAMS 26
- THE CARSON CITY CARD CON (C4)

Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

The 4S & Rights Holder Summit was designed for professionals across the sports events and tourism industry who are looking to strengthen their skills, discover new ideas, and advance their organizations.

This event was ideal for:
Sports commission professionals
Destination marketing organization (DMO) professionals
Marketing and communication professionals
Event rights holders
Venue and facility operators
Industry partners and service providers
Tourism and hospitality professionals
Learning to Break down the RFP's

Sales Roundtable Discussions:
We had a peer-to-peer conversation about the realities of selling sports tourism. Discussed what's working, what's becoming more difficult learning from lost business, and current challenges. And building relationships with our partners, which is most important.

Sports ETA SUMMIT
OCTOBER 12-14, 2026 | FORT WORTH, TEXAS



LAST OF THE 2026 ENDORSED SOCCER TOURNAMENTS

Cookies Best Youth Soccer Tournament

October 24, 2026

- One-day tournament with local teams plus teams from Mammoth, Bishop, and Truckee.
- They had 48 teams, with 15 people per team for 720 people plus family members.

Kit Carson Youth Soccer Tournament

November 7-8, 2026

- Two-day tournament with teams from Mammoth, Bishop, Truckee, North and South Lake Tahoe and Carson and Carson Valley.
- They will see around 70 teams for this tournament.



MEXICAN REVERSE SALES MISSION 2026

The Visit Reno Tahoe MX Reverse Sales Mission hosted by the RSCVA & Travel Nevada, included Mexican travel trade clients for a focused week of relationship building, product education, one-on-one business development, and destination experiences.

The Nevada State Railroad Museum and Visit Carson City staff met with 13 tour operators for one-on-one appointments.

The Staybridge Suites also had appointments in addition to hosting the group for breakfast and a site tour.

The group experienced Go-Kart Drifting Racing at Carson Raceway, which they all loved. The final Carson City stop was the Nevada State Railroad Museum, which included a McKeen Motor Car experience.







SportsTravel presents

TEAMS'26

CONFERENCE + EXPO • OCTOBER 26–29 • BIRMINGHAM

Conducted 35 scheduled appointments, with one no-show.

Focus was on the new synthetic turf fields and the overall number of fields in Carson, as wells as the MAC.

Appointments covered basketball, competitive dance, cycling, artistic swimming, disc golf, with an emphasis on slow and fast pitch softball.

Appointment follow-up in early January 2027.

Most of the appointments are looking at events for 2028 and 2029, with the exception of PGC Basketball, which hopes to bring a new tournament to the MAC in April 2027.







Carson City Card Con (C4)

Reno-Carson's premier card show!

Much more than simply a vendor hall, our show boasts a packed roster of the latest tournaments in the world of card gaming, with official support and big prizes – every tournament winner walks away with a sealed booster box, and every participant gets something, regardless of placement, with lavish prizing going to top cuts. And for those who value community over competition, C4 has special guests from the world of cards, including artists, voice actors, influencers, and more!



THANK YOU



VISIT CARSON CITY NV