



Welcome to Rural Roundup



The background is a solid orange color. On the left side, there are three white palm trees of varying heights. On the right side, there is one white palm tree. At the bottom of the image, there is a white silhouette of a mountain range.

WIFI LOGIN

NETWORK

Cox-Aquarius-Convention

PASSWORD

84NTD



**RAFAEL
VILLANUEVA**

Travel Nevada

Nevada Commission on Tourism



Lieutenant Stavros Anthony
Chairman



Mike Larragueta
President and CEO
RSCVA



Fletch Brunelle
Vice President of Marketing
LVCVA



Rick Murdock
Vice President of
Governmental Affairs
Caesars Entertainment



Annette Kerr
Executive Director
Elko Convention and Visitors
Authority



Mindy Elliott
Senior Vice President
Flynn Giudici Government Affairs



Jane Moon
Director of Tourism
City of Fallon



Herb Santos, Jr.
Owner- Attorney
The Law Firm of Herb Santos



Jill Rowland-Lagan
CEO
Boulder City Chamber



Judith Perez Siegel
Executive Vice President
Siegel Group



Shelly J. Capurro
Partner
Tom Clark Solutions

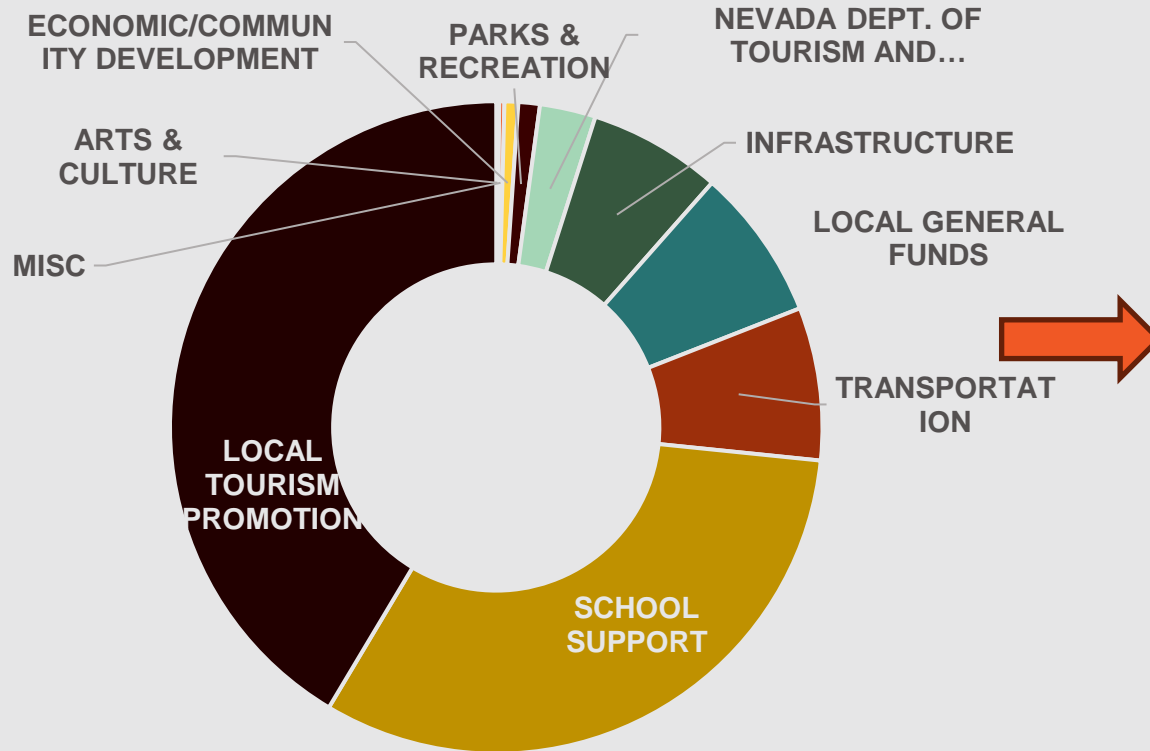




TOURISM
MEANS
MORE



WHAT DOES THE LODGING TAX HELP FUND IN THE STATE?



Including

- Over \$380 million to support Nevada schools
- Funding to organizations such as Humboldt County Boys & Girls Clubs, Fallon Junior Rodeo Association, Carson City Youth Sports Association
- Funding to construct library and fire station in Carlin
- Improvements to water distribution system in Ely
- Maintaining public roads in Clark County

TOURISM IS BIG BUSINESS

Visitors Directly Spent
\$55.2 Billion

Tourism Directly Employed
294,411 Jobs

Tourism Employees Earned
\$15.7 Billion

**Households Would Need
To Be Taxed An Additional**
\$5,161





TOURISM
MEANS
MORE





Lt. Governor

**STAYROS
ANTHONY**

Chair of Nevada Commission on Tourism

Thank you to our sponsor

expedia group™



media solutions

expedia group™



media solutions



Kristy Durso
Accessible Travel Network

How do you define
disability?

Stand Up if you have a Family Member who...

Has a mobility disability

Is a wheelchair user

Is deaf or hard of hearing

Is blind or low vision

Has an autoimmune disease

Has autism, downs syndrome, or Fetal Alcohol Syndrome

Has a neurodivergency (ADHD, ADD, or similar)

Has a food allergy, diabetes or dietary restriction









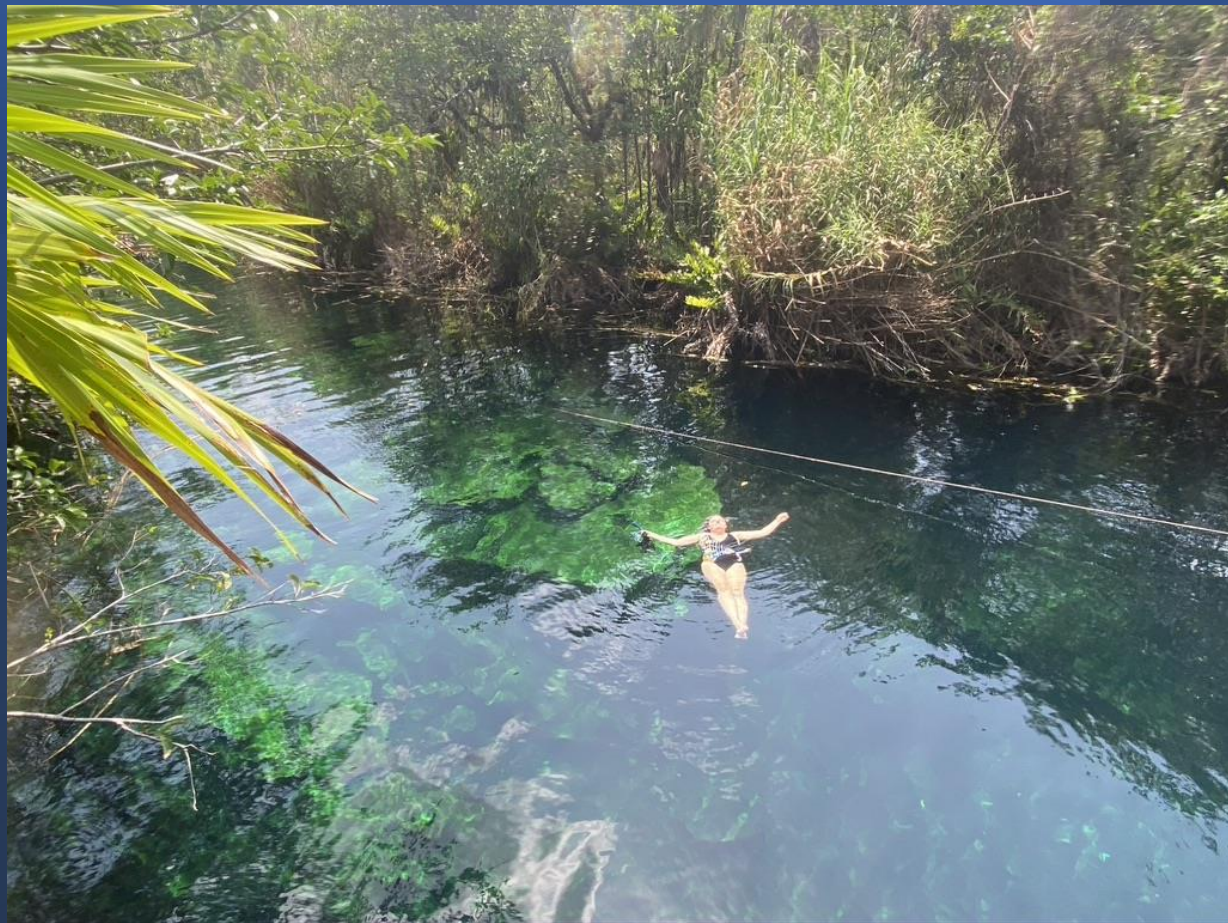












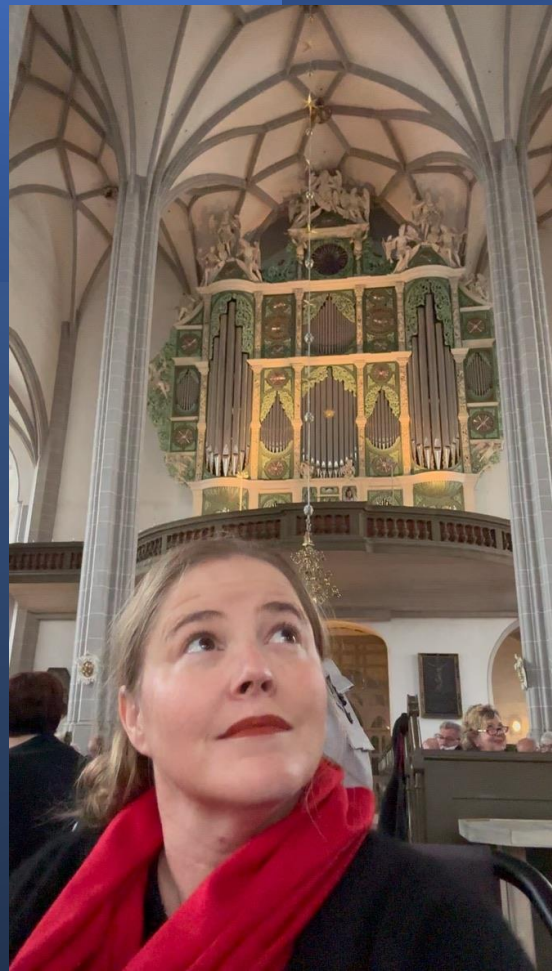






































The Spectrum of Accessibility Initiative

- Built in conjunction with Outside Agents & Travel Professional News
- Spectrum teaches agents how to effectively and appropriately accommodate:
 - Mobility Disabilities
 - Blind/low vision
 - Deaf/Hard of Hearing
 - Neurodivergencies
 - Invisible Disabilities
 - Food Allergies and Special Diets

Partnerships and Cooperative Efforts

- TravelAbility
- Autism Double Checked
- IBCCES
- Wheel the World
- Accessible Travel Solutions
- AbleVu - creating a yelp-like engine, showing accessibility facts about destinations
- TravelAble

Partnerships and Cooperative Efforts

- TravelAbility
- Autism Double Checked
- IBCCES
- Wheel the World
- Accessible Travel Solutions
- AbleVu - creating a yelp-like engine, showing accessibility facts about destinations

How is
the industry
doing?
Where do
we see
obstacles?

Air – 76%

Cruises – 71%

Hotel – 89%





Why Becoming Accessible Makes Fiscal Sense

26% of the population has a disability
(and we are the only minority group that you can join
at any stage of life, regardless of income, sex, or race)

We are a growing demographic.

In the market study released by Open Doors
Organization in 2020, disabled travelers took 81
million trips and spend 58.7 billion.

More likely to travel in groups, more likely to return to
the same location, and more likely to provide
referrals.

How can your destination become more accessible?

- Be sure your website is accessible
- Make accessibility information EASY to find
- Have pictures of what spaces look like for those with disabilities
- Consider having an accessibility consultant conduct an audit.
- Work with companies who are excelling in this space.
- Communicate, troubleshoot, and adapt.

How can your
destination
become more
accessible?





