

Nevada Commission on Tourism's Rural Roundup to showcase growing local economies by developing authentic experiences



CARSON CITY — The Nevada Commission on Tourism announced today that Jim Gilmore, acclaimed author of *The Experience Economy and Authenticity: What Consumers Really Want*, will headline the Rural Roundup, April 18-20, at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village.

Gilmore, whose book was recognized by Time magazine as one of the “Ten Ideas That Are Changing the World,” asserts that consumers want authentic products and experiences — something rural Nevada is singularly positioned to offer with its historic destinations and attractions.

“Jim Gilmore is one of the first to promote the idea that an experience is actually a tangible product that businesses offer,” Lt. Gov. Brian Krolicki, chairman of the Nevada Commission on Tourism (NCOT), said. “What he has to say is very relevant to tourism, and we are excited to have Mr. Gilmore speaking at the Rural Roundup.”

Rural Roundup, now in its 22nd year and sponsored by NCOT, is tailored to address the needs of Nevada’s rural tourism partners. Designed to help Nevada’s rural communities grow their economies through developing and promoting vibrant tourism offerings, Rural Roundup brings together tourism industry professionals from across the state to gain insights into consumer trends, best practices and innovative approaches. This year’s conference will include sessions on the Canadian travel market, special events and social media, among other topics. The annual VolunTourism awards dinner, which honors Nevadans whose tourism-related volunteer work has made a difference in rural communities around the state, will also be held during this conference.

“Rural Nevada is an important part of Nevada’s tourism portfolio,” Claudia Vecchio, director of the Nevada Department of Tourism and Cultural Affairs (NDTCA), said. “Many of our most cherished attractions such as state parks and historic sites are in these areas. We want these

attractions to remain financially healthy and relevant to today's tourists, and this conference gives them the tools to do so."

Pre-conference activities include a tour of Squaw Valley USA and an update on the 2022 Winter Games initiative. Also at the conference, the recipient of the 2012 June Stannard Rural Tourism Memorial Scholarship will be announced. This \$1,000 scholarship is given to a Nevada high school senior planning to pursue a hospitality-, travel- or tourism-related degree. For the first time ever, NCOT will partner with the Nevada Arts Council to offer special sessions on expanding cultural tourism offerings and developing the authentic experiences featured in Jim Gilmore's presentation.

Registration for Rural Roundup is \$65 through April 2 and \$85 afterward. For Rural Roundup news and updates, please follow the conference on Facebook at www.facebook.com/ruralroundup.