

**PRESS CONTACTS:**

Courtney Fitzgerald, LVCVA

T: 702.892.7686

[cfitzgerald@lvcva.com](mailto:cfitzgerald@lvcva.com)

Shawn Mikus, R&R Partners

T: 702.318.4289

[Shawn.Mikus@rrpartners.com](mailto:Shawn.Mikus@rrpartners.com)

**LAS VEGAS BREAKS TOURISM RECORD WITH MORE THAN**

**42 MILLION VISITORS IN 2015**

*Tourism Industry Continues Growth in Las Vegas with Luxurious Hotels, Award-Winning Restaurants, World-Class Shows and Unique ‘Only in Vegas’ Attractions*

**LAS VEGAS (Dec. 30)** — Las Vegas continued its historic visitation growth, setting another new record by surpassing 42 million visitors for the first time. This breaks last year’s record of 41.1 million, which was the first time the destination had ever topped 40 million.

“Las Vegas couldn’t have reached this achievement without the support of our resort partners and the dedicated workers who make the Las Vegas experience what it is,” said Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority (LVCVA). “Whether a first-time visitor or a returning Las Vegas enthusiast, the destination continues to astonish travelers from all over the world with luxury resort experiences, world-class dining and exciting entertainment.”

Boosted by several new non-stop flights, increased convention attendance throughout the year, and several other factors, Las Vegas will surpass 42 million visitors by the end of the year. The previous record was set in 2014 with 41.1 million visitors. Official visitation numbers will be announced in early 2016.

Tourism is the lifeblood of the Southern Nevada economy and the Las Vegas valley generating more than $50 billion annually and supporting 366,000 local jobs, which represents 43 percent of employment within Clark County.

###

**ABOUT THE LVCVA**

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With 150,000 hotel rooms in Las Vegas alone and nearly 11 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever increasing numbers of leisure and business visitors to the area. For more information, go to www.lvcva.com or [www.LasVegas.com](http://www.LasVegas.com).