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**LAS VEGAS CONVENTION AND VISITORS AUTHORITY BRINGS LAS VEGAS TO MEXICO**

***Mexico is Encouraged to Shine as Bright as the Las Vegas Strip at the Eighth Annual Mexico Mission***

**LAS VEGAS -** For the eighth consecutive year, the Las Vegas Convention and Visitors Authority (LVCVA) joined leaders and influencers in the travel, entertainment, and hospitality industries to bring Las Vegas to Mexico. More than 50 representatives from the Entertainment Capital of the World traveled south to promote and generate new business opportunities in one of Las Vegas’top international markets.

The Mission brought Las Vegas to life in top-tier travel markets in Mexico, including Cancun, Monterrey, Guadalajara and México City Feb. 6-11. The Mission was themed “Brilla mas que nunca, Las Vegas” or “Shine more than ever, Las Vegas.”

While traveling throughout Cancun, Monterrey and Guadalajara, Las Vegas representatives made valuable connections with influential Mexican hospitality business partners. To showcase the destination, Las Vegas brought **Ricardo Murcia**, director of the beverage program at Bellagio Resort & Casino to kick off the Mission by demonstrating cocktails to trade media in Guadalajara. The final stop for the LVCVA representatives and partners was Mexico City, where a VIP event was hosted at the El Plaza Condesa, an entertainment venue in the city. The event hosted more than 400 attendees, including celebrities, journalists, influencers, and travel business partners, all of whom were treated to an eventful evening – Vegas style.

The evening started with an amazing red carpet where Mexico´s most prominent celebrities walked by the hand of the Las Vegas talent. Celebrity attendees included **Ana Brenda Contreras**, **Mane de la Parra,** **Dominika Paleta** and **Sherlyn**. **Alan Estrada and Faisy** emceed the event. LVCVA senior vice president of sales **Rafael Villanueva** welcomed the audience in true Vegas fashion. Guests enjoyed Las Vegas entertainment to the fullest during the VIP event. The **Blue Man Group** from Luxor Las Vegas intrigued and excited guests with emcee interaction, confetti cannons and laughs, while MGM Grand Las Vegas’ **Ká** by Cirque du Soleil and **Jabbawockeez** had guests entranced and wanting more. **Steve Wynn’s ShowStoppers** impressed the audience with classic Broadway songs “Luck Be a Lady” and “Don´t Rain on My Parade.”

During the event, **Ricardo Murcia** served up his unique and delicious creations while **DJ Direct** from Drai’s Las Vegas Dayclub and Nightclub inside The Cromwell closed out the night with a high-energy set.

In addition to the massive VIP event, Las Vegas talent partners had the opportunity to represent the incredible entertainment offerings to a variety of top-tier Mexican media outlets, including **Telehit**, **Notimex**, **Reforma** and **TV Azteca**. The 2016 Mexico Mission also featured a social media activation for the first time in its eight year run. The activation took place at the Marquis Reforma Hotel & Spa, and allowed Mexican consumers to get up close and personal with Las Vegas talent, including Ká by Cirque du Soleil and Jabbawockeez. Guests of the meet and greet style activation were encouraged to post on social using # BrillaVegas to enter to win a complimentary trip to the Entertainment Capital of the World – Las Vegas.

The LVCVA Mexico Mission is a celebrated trade and sales event that brings Las Vegas to life in Mexico, the second most influential international market for travel to Las Vegas. In 2015, Las Vegas broke their previously set tourism numbers, welcoming an impressive 42.3 million visitors to the destination.

**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 nearly 150,000 hotel rooms in Las Vegas alone and 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).