



LasVegas.com

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**LAS VEGAS GIVES AWAY FREE TRIPS TO CELEBRATE
INAUGURAL 'NATIONAL PLAN FOR VACATION DAY'**

*Convention Attendees Surprised with Vegas Vacations Courtesy of
Las Vegas and Allegiant Air*

LAS VEGAS (January 31, 2017) — The Las Vegas Convention and Visitors Authority (LVCVA), in partnership with Las Vegas-based Allegiant Air, celebrated the first-ever National Plan for Vacation Day by surprising attendees of the International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo) with 100 free flights to Las Vegas. National Plan for Vacation Day is a day devoted to encouraging Americans to use their vacation days by scheduling trips at the start of the year.

Greeted by a showgirl and an oversized calendar, Las Vegas Convention Center visitors were encouraged to select dates in 2017 to plan their next trip, only to be surprised with Allegiant Air vouchers for a future Las Vegas vacation. Allegiant Air offers more than 50 direct routes to Las Vegas from cities including Austin, Cincinnati, Memphis, Phoenix and many more.

“As a top travel destination, Las Vegas is happy to support National Plan for Vacation Day to help inspire workers to take advantage of their well-deserved paid leave,” said Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority. “More than half of U.S. workers let vacation time go unused every year. It is in all our best interest to take time off to refresh and become more productive workers. Of course, we want them to choose Las Vegas for their trip as well.”

According to U.S. Travel, an average of 55 percent of American workers leave an estimated 658 million vacation days unused each year. Employees who take time off have increased productivity, performance and creativity. If travelers took advantage of those unused vacation days, Nevada’s travel economy would receive an additional \$2.9 billion boost.

National Plan for Vacation Day is the latest initiative created by U.S. Travel in support of Project Time Off, a national movement to transform American vacation attitudes and behaviors. Learn more at ProjectTimeOff.com/PlanForVacation and join the conversation with #PlanForVacation.

[Click here](#) for video and photos detailing Las Vegas’ National Plan for Vacation Day celebrations.

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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 more than 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. Download the virtual reality app, Vegas VR, to experience Las Vegas from your iPhone or Android by visiting <http://www.vrtv.vegas/>. For more information, go to www.lvcva.com or www.lasvegas.com.