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WORLD TRADE CENTER LAS VEGAS EXPANDS BUSINESS RELATIONSHIPS IN NORTH AMERICA WITH WORLD TRADE CENTER SASKATOON PARTNERSHIP

LAS VEGAS – The Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)TM, owner and producer of CES[®] continue to develop groundbreaking global business relationships with an official Memorandum of Understanding (MOU) between the World Trade Center Las Vegas (WTC Las Vegas) and the World Trade Center Saskatoon. The agreement, signed during a ceremony at the 2018 World Trade Centers Association (WTCA) Annual Member Seminar in New York City this October, marks the first of its kind between WTC Las Vegas and a Canadian-based WTC entity.

Through the agreement, Las Vegas and Saskatoon will co-market under the World Trade Center brand creating access to key trade information, market research, and facilitate business trade opportunities around the world.

The WTCA encourages mutual assistance and cooperation among its members. In 2010, CTA was granted the rights to the World Trade Center Las Vegas license and partnered with the LVCVA in an effort to attract more international visitors and trade events to Las Vegas. Currently, 16-percent, or nearly six million of all Las Vegas visitors, are international travelers and Las Vegas' goal is to increase that figure steadily in the years to come. Canada is the No. 1 source of international visitation to Las Vegas with nearly 1.5 million visitors traveling to the destination in 2017.

“WTC Las Vegas recognizes and appreciates the tremendous value of developing strategic and meaningful partnerships with our WTC partners across the globe,” said Chris Meyer, WTC Las Vegas executive director and LVCVA vice president of sales. “In our experience with the WTCA, we have celebrated incredible successes as a result of MOU partnerships and are confident this new venture with WTC Saskatoon will result in a number of monumental wins for both destinations.”

Partners affiliated with WTC Saskatoon are committed to developing innovative initiatives and programming that will enhance business relationships between Las Vegas and Saskatoon.

“We look forward to working together with World Trade Center Las Vegas in mutually promoting each other’s world trade center facilities, said John Williams, president of CANWEST CLC Corporation and champion of WTC Saskatoon. “This MOU between our World Trade Centers is a next step in strengthening our economic ties.”

These sentiments are further supported by additional strategic partners of WTC Saskatoon, including Mark Regier, CEO of Prairieland Park. “This is extremely exciting for us,” remarked Regier. “The opportunities available to us through the WTC network seem almost limitless and put us, and Saskatoon, on the global stage!”

Las Vegas is currently the only destination in North America with a World Trade Center designation on the campus of a convention center. WTC Saskatoon is aligned with WTC Las Vegas in its efforts to promote the importance of business travel and trade opportunities.

In addition to the MOU with WTC Saskatoon, the WTC Las Vegas has signed memorandums of understanding with WTC Beijing, WTC Brussels, WTC Denver, WTC Dulles Airport, WTC Ft. Lauderdale, WTC Istanbul, WTC Leeuwarden, WTC Miami, WTC Mexico City, WTC Montevideo, WTC Santiago, WTC Sao Paulo, WTC Seoul, WTC Taipei and WTC Twente.

The LVCVA also has Memorandums of Understanding with the Nevada Governor’s Office of Economic Development and the U.S. Department of Commerce International Trade Administration to promote travel and tourism exports.

For more information about WTC Las Vegas and the destination’s business offerings, please visit www.vegasmmeansbusiness.com.

ABOUT THE WORLD TRADE CENTER LAS VEGAS

The World Trade Center Las Vegas is a partnership between the Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)TM, owner and producer of CES[®], the world’s leading innovation event. In addition to marketing and branding Southern Nevada as a tourism and convention destination worldwide, the LVCVA operates the Las Vegas Convention Center, the nation’s only convention center designated as a World Trade Center site and one of the largest convention centers in the United States. Together, the LVCVA and CTA market Las Vegas to business travelers around the globe under the World Trade Center brand. For more information, visit www.vegasmmeansbusiness.com and www.CTA.tech.

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. 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.visitlasvegas.com.

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