

Federal tourism act could benefit Tahoe

By Ray Hagar, Reno Gazette-Journal

Pending federal legislation that would establish a national visitors commission to promote the United States as a premiere international travel destination could be a boon for Nevada tourism, experts said.

“This is a great idea, and we do need to drive international travelers,” said Krys Bart, president and CEO of Reno-Tahoe International Airport. “We know that international travelers stay longer and spend more money.”

The Travel Promotion Act would establish a public-private entity similar to the convention and visitors authorities in Reno and Las Vegas. The new national travel commission would drive \$4 billion in new consumer spending and create 40,000 new jobs, according to Oxford Economics, which is a leading economic forecasting consultancy.

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