

# Rural Roundup focuses on attracting new visitors to Nevada

Nevada's statewide rural tourism industry will gather in Mesquite April 6-8 for the 21st Annual Rural Roundup conference in Mesquite to learn the latest trends in developing new markets and attracting more visitors from places far and near, including Las Vegas.

NCOT produces the conference, which will be at the CasaBlanca Resort-Casino-Golf-Spa. Registration day, April 6, includes an optional golf tournament in which visiting travel writers from the United Kingdom will participate, a walking tour of Mesquite and a welcome reception and barbecue at the Mesquite Sports Complex.

Larry Friedman, NCOT's interim director, said this year's conference includes tips from three tourism industry partners who successfully tapped into the massive Las Vegas market to attract visitors to their communities.

Rural Roundup registration fees are \$65 through March 21 and \$80 afterward. To register, go online.