

Tourism conference to focus on bolstering rural Nevada

Jim Gilmore, acclaimed author of “The Experience Economy and Authenticity: What Consumers Really Want”, will headline the Rural Roundup April 18-20 at the Hyatt Regency in Incline Village.

Gilmore, whose book was recognized by *Time* magazine as one of the “Ten Ideas That Are Changing the World,” asserts that consumers want authentic products and experiences – something rural Nevada is singularly positioned to offer with its historic destinations and attractions.

Rural Roundup, now in its 22nd year and sponsored by Nevada Commission on Tourism, is tailored to address the needs of Nevada’s rural tourism partners. Designed to help Nevada’s rural communities grow their economies through developing and promoting vibrant tourism offerings, Rural Roundup brings together tourism industry professionals from across the state to gain insights into consumer trends, best practices and innovative approaches.

This year’s conference will include sessions on the Canadian travel market, special events and social media, among other topics. The annual VolunTourism awards dinner, which honors Nevadans whose tourism-related volunteer work has made a difference in rural communities around the state, will also be during this conference.

Registration for Rural Roundup is \$65 through April 2 and \$85 afterward. For Rural Roundup news and updates, go to Facebook.