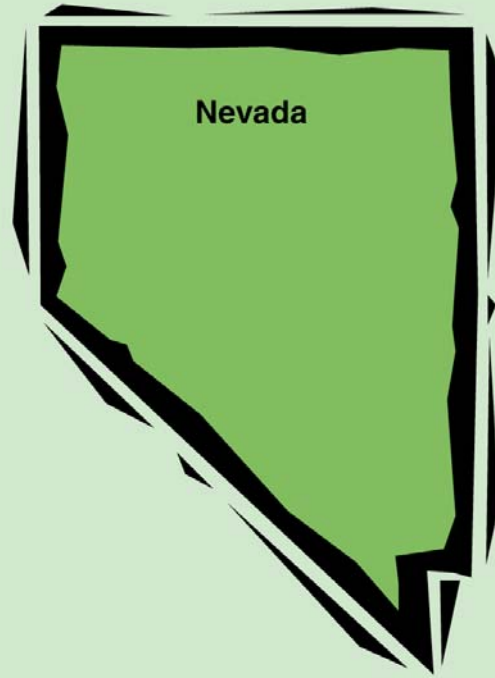


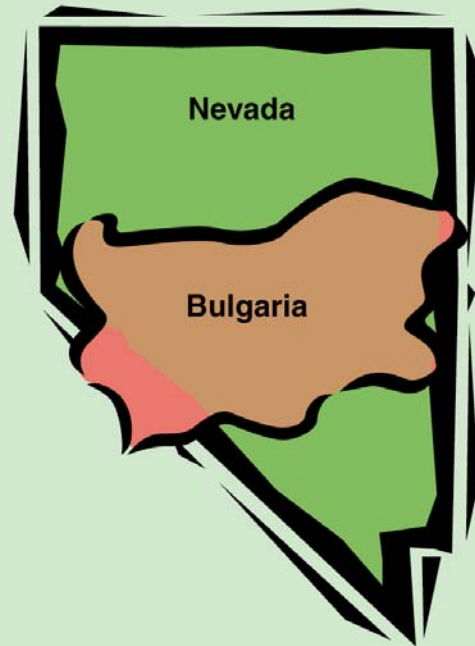


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Nevada's Secret of Success

Тайната на успеха на Невада

1. Developing a great product
1. Разработване на добър продукт
2. Turning the product into a *brand*
2. Превръщане на продукта в марка
3. Aggressively promoting the brand throughout the world
3. Агресивна промоция на продукта по света



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**Travel destinations should be viewed not as places,
but as brands.**

**Туристическите дестинации трябва да се разглеждат не като места,
а като марки.**

Branding a Destination

Превръщане на дестинацията в марка

1. Identifying who – and where – your best customer is.
1. Идентифициране кой – и къде – е Вашият най-добър клиент.
2. Understanding the rational and emotional appeals of your region.
2. Разбиране на рационалните и емоционалните желания в региона.
3. Delivering a consistent message to all audiences in all media.
3. Изпращане на последователни послания до всички аудитории във всички медии.

Las Vegas Visitor Profile

Профил на посещаващите Лас Вегас

- Average age 48
- Средна възраст 48 години
- Equal mix of males (53%) and females (47%)
- Равно съотношение мъже (53%) и жени (47%)
- Household income of US\$40,000+
- Приход на домакинство US\$40,000+
- Married (70%)
- Семейни (70%)
- High school education (96%)
- Висше образование (96%)



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Top 10 Markets for Las Vegas
10-те най-големи пазара за Лас Вегас

City Град	Arriving Passengers Брой пристигащи
Los Angeles.	3,356,554
San Francisco	1,745,748
Chicago	1,217,486
New York.	1,087,392
Phoenix	959,224
Detroit	740,196
San Diego.	722,550
Seattle	637,890
Reno	537,040
Dallas	518,786

Branding a Destination

Превръщане на дестинацията в марка

1. Identifying who – and where – your best customer is.
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2. Разбиране на рационалните и емоционалните желания в региона.



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Now Tom Jones won't be the only Brit playing Vegas.

Virgin Atlantic Airlines introduces the first scheduled nonstop service from London, Gatwick to Las Vegas.
For more information, telephone 08705 238 832 or visit Las Vegas online at www.lasvegas24hours.co.uk.





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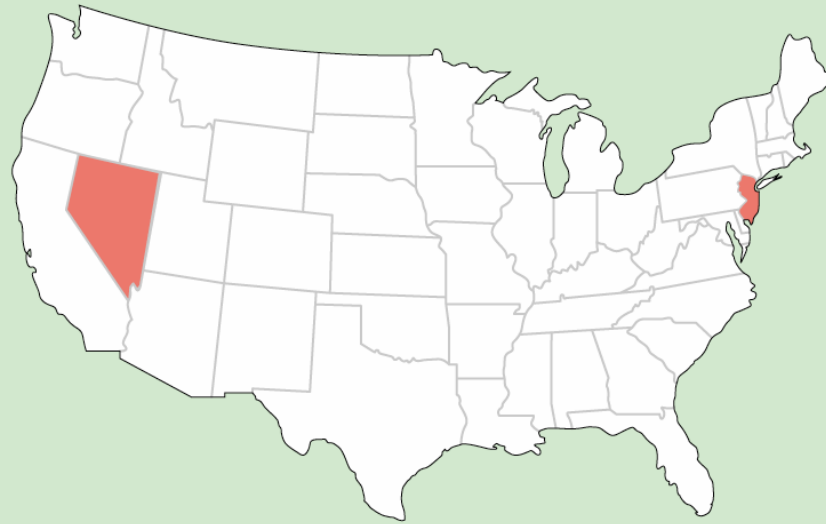
Las Vegas = Gaming

Лас Вегас = Хазарт

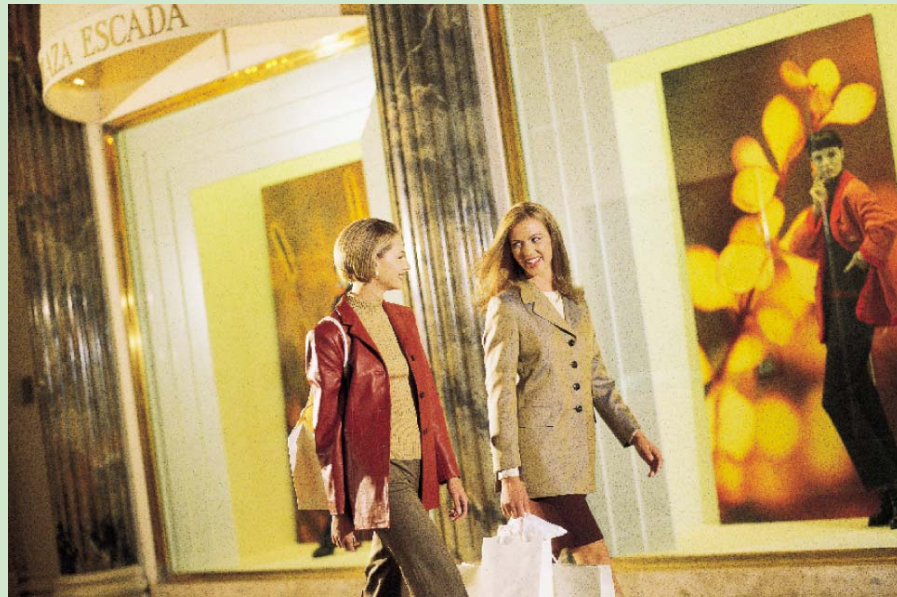


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1988



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Las Vegas = **Gaming**
Хазарт



Shopping
Пазаруване

22% increase in consumer spending
22% увеличение на харченето



Dining
Хранене

39% increase in consumer spending
39% увеличение на харченето



Entertainment
Забавления

54% increase in consumer spending
54% увеличение на харченето

“A Complete Resort Experience”

“Пълно курортно преживяване”

Las Vegas Visitor Volume Обем на посещенията на Лас Вегас



Las Vegas Visitor Spending

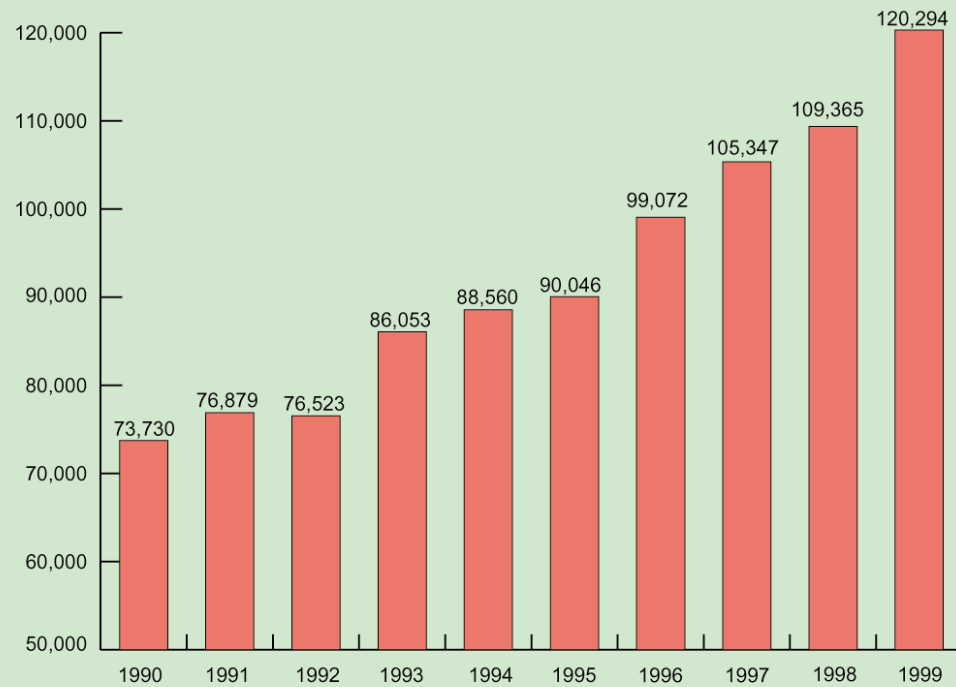
Обем на похарчените пари при посещение в Лас Вегас





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Las Vegas Hotel Rooms Хотелски стаи в Лас Вегас





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75% of Las Vegas visitors are repeat visitors.
75% от посетителите на Лас Вегас се връщат отново.



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Rational Appeals
Рационални желания

Gaming
Хазарт

Shopping
Пазаруване

Dining
Хранене

Entertainment
Забавления

Emotional Appeals
Емоционални желания

Freedom
Свобода



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What you want. When you want.

Branding a Destination

Превръщане на дестинацията в марка

1. Identifying who – and where – your best customer is.
1. Идентифициране кой – и къде – е Вашият най-добър клиент.
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2. Разбиране на рационалните и емоционалните желания в региона.
3. **Delivering a consistent message to all audiences in all media.**
3. **Изпращане на последователни послания до всички аудитории във всички медии.**

Key Audiences for Las Vegas Ключови аудитории за Лас Вегас

Consumers Потребители

- Domestic consumers
- Локални потребители
- International consumers
- Международни потребители

Media Медии

- Consumer media
- Потребителски медии
- Travel media
- Туристически медии

Trade Търговия

- Travel agents
- Туристически агенти
- Travel wholesalers
- Туристически търговци на едро
- Meeting and convention planners
- Фирми за конференции и срещи



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	Consumers Потребители	Trade Търговия	Media Медии
Advertising Реклама	Δ	Δ	
Internet Интернет	Δ	Δ	Δ
Direct mail Директна поща		Δ	
Promotions Промоции	Δ	Δ	
Familiarization tours Опознавателни пътувания		Δ	
Publicity Публичност	Δ	Δ	Δ

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Space available.

Las Vegas is making room. Lots of room. Room for you and any convention of any size by dramatically expanding the Las Vegas Convention Center. The more than 1.3 million square feet of new space now under construction will make this already state-of-the-art facility the most impressive in the country. We're creating even more availability in a town that, from hotels to transportation to entertainment, was practically designed for business. Completion is scheduled for fall of 2001. So plan on having your next convention in Vegas, baby. For more information call 702.822.0711 or visit vegasmadness.com.

L A S
VEGAS



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freedom to

stay

freedom to play | freedom to meet | freedom to stay | freedom to discover | freedom to search

resort evolution

hotels & motels

border cities

maps

We want to stay wherever we want.

we want to stay on one end of the world and see another just down the street

we want to visit a foreign land and feel like a native

we want the beach, the sky, big, small, ritzy, casual, smart, funny, pricey, economical, exotic, wild, European, relaxing, themed, gleaming, in the middle of it all and out of the way.

we want freedom of choice

we want the world on a silver platter, overflowing with accommodation and opportunity

and we want to stay there until our heart's content

web site & links

contact

exit



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freedom to **play**

freedom to play
freedom to meet
freedom to stay
freedom to discover
freedom to search

gaming
dining
shopping
golf
entertainment & attractions
spas
downtown
scenic getaways
special events
weddings
web site & links
contact

We want to have fun
we want to eat, drink and be merry 24 hours a day

we want to party
we want to throw caution to the wind
we want to see a sunrise and sleep all day

we want dancers, singers, trapeze artists, jesters, and anyone with talent to perform for us when we desire

we want the brightest lights, the biggest thrills, and the highest highs
we want to wake up without responsibilities, cares or worries

We want to be the kid in the candy store
with the empty bag and a shovel

we want to do everything good, great and grand for as long as we want to do it

isn't that what it is to be free?

exit



R&R PARTNERS

freedom to meet

freedom to play
freedom to meet
freedom to stay
freedom to discover
freedom to search

the meetings industry
expansion fact sheet
venues fact sheet

We're free
we don't gather in little boxes that...
with our slideshows and seminars

we want grand ballrooms and grander ballrooms

we want to be served and pampered

we want the meeting to end and the fun begin

we want all our people under the same roof
even if there are 50,000 of them

we want big screens, big shows and
wide open spaces

most of all, we don't really want a meeting
we want an experience
something we'll remember for a long, long time

web site & links contact

exit



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