

Las Vegas Ready to Host La Cumbre 2011 in September



La Cumbre, The Americas' Travel Industry Summit will feature its 22nd edition September 7th – 9th in Las Vegas; internationally known as the entertainment capital of the world.

Las Vegas is the city that houses the largest population within the state of Nevada. It is recognized worldwide for its assortment of casinos & gaming areas as well as its entertainment and world class dining. In addition, Las Vegas has some of the biggest and luxurious hotels in the world and offers a wide array of shopping centers and malls.

One of the main resorts, with over 50 restaurants and shops, is the host hotel for La Cumbre 2011; the glamorous The Venetian Resort, Hotel & Casino; which will not only be hosting the event but also accommodating all attending delegates. The Resort exclusively offers suites in its 3 towers (The Venetian, The Palazzo and Venezia) with an average size of 700 square feet per suite. It also features replicas from Ponte di Rialto and Piazza San Marco amongst other attractions.

Las Vegas has a hotel capacity of around 150,000 rooms, and is yearly visited by about 37,300,000 travelers. It is also an elite destination for meetings and conventions, annually hosting 18,000 conventions.

With over 60 shows to choose from, visitors can enjoy a variety of live performances by Carlos Santana, Celine Dion and Tiësto to name a few. Other shows include The Lion King, seven Cirque du Soleil presentations -including O, Zumanity, Viva Elvis and Mystère-, The Blue Man Group, Phantom-The Las Vegas Spectacular, and Jersey Boys. These latter 3 shows taking place within The Venetian itself.

The dining and shopping possibilities are enormous, and offer worldwide awarded restaurants, as well as large and comfortable shopping centers such as Fashion Show Mall, The Grand Canal Shoppes at The Venetian, Las Vegas Premium Outlets, and Mandalay Place, among many others.

Beyond city limits, Las Vegas also offers a wide array of sightseeing trips. The Mojave Desert is a sanctuary for nature lovers and hikers alike, whilst the Hoover Dam and Lake Mead offer majestic views and historic architecture. Those willing to take a longer trip can take a 280 mile ride by air or ground to visit the Grand Canyon.

The host city has expressed its excitement on receiving La Cumbre this year, offering its hospitality to 250 exhibitors from The Americas and 300 pre-qualified worldwide buyers. La Cumbre offers a full day of academic conferences and 2 days of pre-scheduled meetings.

In this sense, Rafael Villanueva, Director of International Sales at the Las Vegas Convention and Visitors Authority expressed: "We are pleased to welcome La Cumbre back to Las Vegas," stated Rafael Villanueva, director of international sales for the Las Vegas Convention and Visitors Authority (LVCVA). "Las Vegas is a top destination in the United States for Latin visitors and we are excited to

offer the visiting delegates a firsthand experience that demonstrates why Las Vegas is known as the Entertainment Capital of the World.”

Gaston Isoldi, Director of La Cumbre & Director of Business Development for Latin America of Reed Exhibitions shared the excitement of the team and expressed that “Las Vegas is an excellent host city. Each member of the hospitality industry in this city is trained to surprise the traveler. It is not a coincidence that La Cumbre buyer and exhibitor registrations have broken a new record in comparison with the last 9 years. We are very pleased that La Cumbre is taking place in Vegas again, and even more excited that it is being hosted in the incredible The Venetian Resort, Hotel and Casino.”

All buyers who are interested in participating at the event can do so until July 1st. This will allow them to be a part of the Hosted Buyer Program which reimburses the registration fee to pre-qualified buyers who achieve specific conditions and requirements.

Registration is open for Buyers, GSA’s, and Exhibitors.

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