



## Guide to the Las Vegas Convention and Visitors Authority Records

---

This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on March 04, 2024. Please contact [special.collections@unlv.edu](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1hp5j>

© 2024 The Regents of the University of Nevada. All rights reserved.

**University of Nevada, Las Vegas. University Libraries. Special  
Collections and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

[special.collections@unlv.edu](mailto:special.collections@unlv.edu)

---

## Table of Contents

---

Summary Information .....	3
Historical Note .....	3
Scope and Contents Note .....	4
Arrangement .....	4
Administrative Information .....	4
Names and Subjects .....	5
Collection Inventory .....	5

---

## Summary Information

---

<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	Las Vegas Convention/Visitors Authority
<b>Title:</b>	Las Vegas Convention and Visitors Authority Records
<b>ID:</b>	MS-00687
<b>Date [inclusive]:</b>	1973 to 2007
<b>Physical Description:</b>	2.76 Cubic Feet (7 boxes)
<b>Physical Description:</b>	2.50 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract Note:</b>	The Las Vegas Convention and Visitor Authority Records (1973-2007) contain memorandums written by Rossi Rallenkotter, the Vice President of the Authority's marketing division to Las Vegas hotel sales and travel directors. The memorandums provide monthly visitor statistics. The collection also includes information on riverboat gambling legislation and the capacities of function/meeting rooms in various Las Vegas hotels. Also included are LVCVA marketing plans and bulletins.

### Preferred Citation Note

Las Vegas Convention and Visitors Authority Records, 1973-2007. MS-00687. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada. <http://n2t.net/ark:/62930/f1hp5j>

[^ Return to Table of Contents](#)

---

## Historical Note

---

"As the official destination marketing organization of Las Vegas, Nevada the Las Vegas Convention and Visitors Authority (LVCVA) promotes tourism, conventions, meetings and special events, as well as ongoing advocacy to extend the city's influence as a leader in tourism and hospitality. To drive the tourism engine that powers the Southern Nevada economy, the LVCVA is charged with and committed to building and protecting the Las Vegas brand among its diverse audiences of current and potential visitors. With nearly 150,000 hotel rooms in Las Vegas alone and more

than 11 million square feet of meeting and exhibit space citywide, the LVCVA's mission focuses on attracting ever-increasing numbers of leisure and business visitors to the area."

Source: <http://www.lvcva.com/who-we-are/>

[^ Return to Table of Contents](#)

---

## Scope and Contents Note

---

The Las Vegas Convention and Visitor Authority Records (1973-2007) contain memorandums written by Rossi Rallenkotter, the Vice President of the Authority's marketing division to Las Vegas hotel sales and travel directors. The memorandums provide monthly visitor statistics. The collection also includes information on riverboat gambling legislation and the capacities of function/meeting rooms in various Las Vegas hotels. Also included are LVCVA marketing plans and bulletins.

[^ Return to Table of Contents](#)

---

## Arrangement

---

Materials are arranged chronologically.

[^ Return to Table of Contents](#)

---

## Administrative Information

---

### Access

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections website for more information about reproductions and permissions to publish.

## Acquisition Note

Materials were donated by the LVCVA and gathered by Special Collections and Archives; accession numbers 2014-089 and 2024-021.

## Processing Note

Materials were minimally processed by Hana Gutierrez in 2014. In 2017 Joyce Moore revised and enhanced the collection description to bring it into compliance with current professional standards. In 2024, Sarah Jones added 5 boxes of marketing bulletins and plans into the collection.

[^ Return to Table of Contents](#)

---

## Names and Subjects

---

- Businesspeople -- Nevada -- Las Vegas
- Tourism -- Nevada -- Las Vegas
- Entertainment -- Nevada -- Las Vegas

---

## Collection Inventory

---

Title/Description	Containers
Guide to the Riverboat and Shipboard Gaming Legislation, 1991	box 01
International Travel to Las Vegas, 1993	box 01
Meeting/function room report and hotel/motel inventory, 1994	box 01
1995 Memoranda and Clark County Visitor Statistics, 1995 to 1998 Physical Description: 4 Files	box 01
1999 Memoranda and Riverboat and Shipboard gaming legislation updates, 1999	box 01
LVCVA Marketing Bulletin, 1973 Physical Description: 5 Items	box 02
LVCVA Marketing Bulletin, 1974 Physical Description: 7 Items	box 02
LVCVA Marketing Bulletin, 1975 Physical Description: 4 Items	box 02
LVCVA Marketing Bulletin, 1976	box 02

Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1977	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1978	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1979	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1980	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1981	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1982	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1983	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1984	box 02
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1985	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1986	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1987	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1988	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1989	box 03
Physical Description: 5 Items	
LVCVA Marketing Bulletin, 1990	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1991	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1992	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1993	box 03
Physical Description: 5 Items	
LVCVA Marketing Bulletin, 1994	box 03

Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1995	box 03
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1996	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1997	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 1998	box 04
Physical Description: 5 Items	
LVCVA Marketing Bulletin, 1999	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2000	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2001	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2002	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2003	box 04
Physical Description: 3 Items	
LVCVA Marketing Bulletin, 2004	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2005	box 04
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2006	box 05
Physical Description: 4 Items	
LVCVA Marketing Bulletin, 2007	box 05
Physical Description: 2 Items	
LVCVA Marketing Plan, 1989	box 06
Physical Description: 2 Items	
LVCVA Marketing Plan, 1990 to 1991	box 06
Physical Description: 2 Items	
LVCVA Marketing Plan, 1991 to 1992	box 06
Physical Description: 2 Items	
LVCVA Marketing Plan, 1992 to 1993	box 06
Physical Description: 1 Items	
LVCVA Marketing Plan, 1993 to 1994	box 06

Physical Description: 1 Items

---

LVCVA Marketing Plan, 1994 to 1995	box 07
Physical Description: 1 Items	
LVCVA Marketing Plan/Advertising Program, 1994 to 1995	box 07
Physical Description: 1 Items	
LVCVA Marketing Plan/Advertising Program, 1995 to 1996	box 07
Physical Description: 1 Items	
LVCVA Marketing Plan/Advertising Program, 1996 to 1997	box 07
Physical Description: 1 Items	