

Guide to the Rossi Ralenkattor oral history interview

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Ralenkotter, Rossi, 1947-
Contributor:	Boyer Early Las Vegas Oral History Project
Title:	Rossi Ralenkotter oral history interview
ID:	OH-03870
Date:	2022 August 04
Physical Description:	1 Digital Files (0.182 GB) MP3
Language of the Material:	English
Abstract:	Oral history interview with Rossi Ralenkotter conducted by Claytee D. White on August 4, 2022 for the Boyer Early Las Vegas Oral History Project. In this interview, Ralenkotter describes migrating to Las Vegas, Nevada in 1951 with his parents at the age of four. He shares early memories of the city, and talks about how it brought him to be president and CEO of the Las Vegas Convention and Visitors Authority (LVCVA). Ralenkotter is responsible for marketing and branding Las Vegas and Southern Nevada as the world's most desirable destination for leisure and business travel. Under his leadership, the LVCVA launched the most successful branding campaign in tourism history, "What Happens in Vegas, Stays in Vegas." In 1971, Ralenkotter earned a master's degree in Business Administration from the University of Nevada, Las Vegas (UNLV) and in 2008 was selected as Alumni of the Year. In 2009, he was honored with UNLV's Distinguished Nevadan Award. Throughout the interview, Ralenkotter recalls his many memories of the city throughout his life, including cruising Fremont Street, swimming at Lorenzi Park, participating in Helldorado parades, and watching the transformation of sports in the city.

Preferred Citation

Rossi Ralenkotter oral history interview, 2022 August 04. OH-03870. [Cite format consulted: Audio recording or Transcript.] Oral History Research Center, Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Scope and Contents Note

Oral history interview with Rossi Ralenkotter conducted by Claytee D. White on August 4, 2022 for the Boyer Early Las Vegas Oral History Project. In this interview, Ralenkotter describes migrating to Las Vegas, Nevada in 1951 with his parents at the age of four. He shares early memories of the city, and talks about how it brought him to be president and CEO of the Las Vegas Convention and Visitors Authority (LVCVA). Ralenkotter is responsible for marketing and branding Las Vegas and Southern Nevada as the world's most desirable destination for leisure and business travel. Under his leadership, the LVCVA launched the most successful branding campaign in tourism history, "What Happens in Vegas, Stays in Vegas." In 1971, Ralenkotter earned a master's degree in Business Administration from the University of Nevada, Las Vegas (UNLV) and in 2008 was selected as Alumni of the Year. In 2009, he was honored with UNLV's Distinguished Nevadan Award. Throughout the interview, Ralenkotter recalls his many memories of the city throughout his life, including cruising Fremont Street, swimming at Lorenzi Park, participating in Hellsdorado parades, and watching the transformation of sports in the city. Digital audio available; no transcript available.

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Administrative Information

Access Note

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Acquisition Note

This interview was conducted and transcribed by the Oral History Research Center (OHRC) which is part of the UNLV University Libraries Special Collections and Archives Division.

Processing Note

Interview materials were processed by UNLV Libraries Special Collections and Archives in 2022. Sarah Jones wrote the collection description. Access copies were created for born-digital audio files.

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Names and Subjects

- Oral histories (document genres)
- Las Vegas (Nev.)
- Las Vegas Convention/Visitors Authority
- Sands Hotel & Casino (Las Vegas, Nev)
- Landmark Hotel and Casino (Las Vegas, Nev.)