

STEP BACK IN TIME
Virginia City
NEVADA
EST. 1859

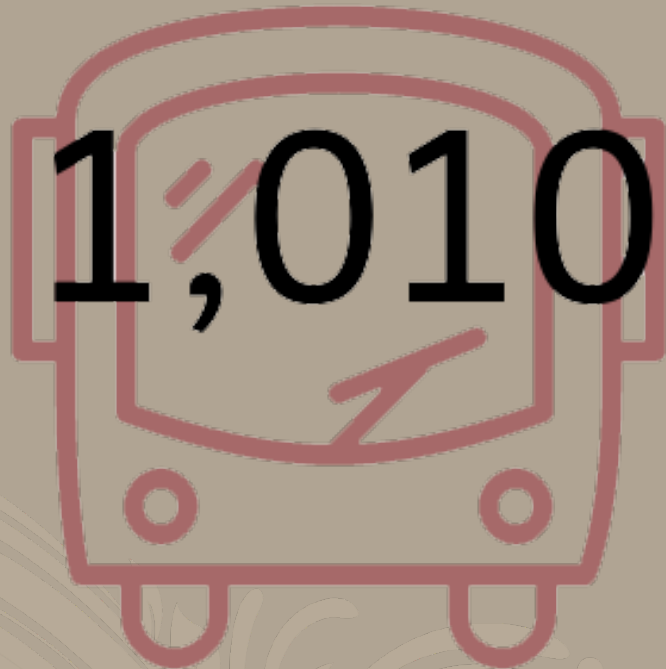
Groups and Meetings
Visitors Center

December 2020



Groups

2020



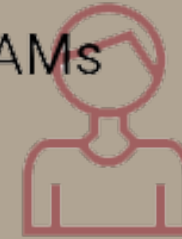
2019 Total = 4,089

Current

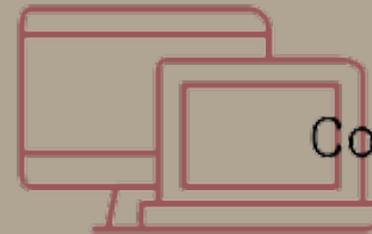
Winter
Reachouts



FAMs



Conferences



Year over Year

2017-2019 July - October

Comparative data for people in the Visitors Center

Key points

- 2018 and 2019 are up over 2017
- September 2019 was a good jump over previous years.
- Human collected – this isn't exact

2017: 18,515
2018: 29,138
2019: 27,974



Rural Roundup

- Working on contracts for locations, meals, opening day, etc.
- Finalizing creative
- Website launch in early 2020
- Completing room block in all properties

Save the Date – April 8-10, 2020



Any Questions

Thank you

