



CONVENTION AND VISITORS AUTHORITY

## **KEVIN BAGGER**

*Director of Internet Marketing & Research*



A proud, native of Las Vegas, Kevin Bagger grew up immersed in tourism and has administered Internet Marketing and Research programs for the Las Vegas Convention and Visitors Authority (LVCVA) since 1997. Dating back to his teen years working as a lifeguard at the Las Vegas Hilton, Kevin has been fascinated by the diversity of the travelers visiting his hometown and has devoted his career to tourism at both the resort and destination level.

As he administers the LVCVA's varied research programs, Kevin tracks trends in demographics and behaviors among visitors to Las Vegas and the surrounding area of southern Nevada. Doing his part to help keep the tourism engine running in his hometown, Kevin monitors hotel occupancy, convention attendance, visitor spending patterns, travel planning behaviors, trip motivators and a broad scope of travel industry trends and economic indicators.

Side-by-side with his Research duties, Kevin is charged with ensuring the LVCVA's vast destination information finds its way to the ever-expanding Internet travel audience, as he manages the content of the LVCVA's Las Vegas-focused web sites, *VisitLasVegas.com* and *LVCVA.com*, as well as its destination web sites for Laughlin (*VisitLaughlin.com*) and Mesquite, NV (*VisitMesquite.com*).

Before joining the LVCVA, Kevin consulted on gaming company clients with Nevada's largest ad agency, R&R Partners, and performed financial and operational analysis for Mirage Resorts prior to the MGM-Mirage corporate merger. Kevin serves on both the Research Committee for the Travel Industry Association of America (TIA) and the Board of Directors of the Travel and Tourism Research Association (TTRA). Kevin holds a Bachelor's degree in Finance from UNLV and in 2003, was proud to be named a Rising Star of the tourism industry by Travel Agent magazine.