

Unknown

From: Kevin Bagger
Sent: Monday, May 05, 2008 12:36 PM
To: denice.miller@rrpartners.com
Cc: Cathy Tull; Rossi Ralenkotter (RRALENKOTTER@lvcva.com); Terry Jicinsky
Subject: Simplified ROI summary - EMBARGOED
Attachments: SimplifiedROI 2007- 042908-EMBARGOED.pdf

Hi Denice. Per Rossi's direction, please find attached a one-page EMBARGOED summary that estimates a very rough ROI based on Total Est.Visitor Contribution / Total LVCVA Marketing Expenditures (See figures shaded in yellow). This reflects a topline calculation and does not distill visitor spending tied primarily or solely to the LVCVA's programs. These figures are for internal discussions and planning and are not for external use at this time. Of course, please call me with any questions.



www.VisitLasVegas.com

Kevin Bagger
kbagger@lvcva.com
Internet Marketing & Research

Director Of Internet Marketing & Research
T: 702-892-0711 | F: 702-892-7685

Las Vegas Convention and Visitors Authority | www.LVCVA.com
3150 Paradise Road, Las Vegas NV 89109

Unknown

From: Denice Miller
Sent: Wednesday, May 07, 2008 9:18 AM
To: Kevin Bagger
Cc: Cathy Tull; Rossi Ralenkotter; Terry Jicinsky
Subject: RE: Simplified ROI summary - EMBARGOED

Any chance I might talk to one of you about this today? I assume it's for the agenda item next week.

From: Kevin Bagger [mailto:kbagger@lvcva.com]
Sent: Monday, May 05, 2008 12:36 PM
To: Denice Miller
Cc: Cathy Tull; Rossi Ralenkotter (RRALENKOTTER@lvcva.com); Terry Jicinsky
Subject: Simplified ROI summary - EMBARGOED

Hi Denice. Per Rossi's direction, please find attached a one-page EMBARGOED summary that estimates a very rough ROI based on Total Est. Visitor Contribution / Total LVCVA Marketing Expenditures (See figures shaded in yellow). This reflects a topline calculation and does not distill visitor spending tied primarily or solely to the LVCVA's programs. These figures are for internal discussions and planning and are not for external use at this time. Of course, please call me with any questions.



www.VisitLasVegas.com

Kevin Bagger
kbagger@lvcva.com
Internet Marketing & Research

Director Of Internet Marketing & Research

T: 702-892-0711 | F: 702-892-7685

Las Vegas Convention and Visitors Authority | www.LVCVA.com
3150 Paradise Road, Las Vegas NV 89109

ONLY
Vegas

[REDACTED]

Methodology

[REDACTED]

Brief Summary of Findings

[REDACTED] y
ts.

[REDACTED]

[REDACTED]

[REDACTED]



R&R Partners | Research

900 South Pavilion Center Drive, Las Vegas, Nevada 89144
702.228.0222 | 702.507.2821 fax | rpartners.com

Strongest Concepts

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



R&R Partners | Research

900 South Pavilion Center Drive, Las Vegas, Nevada 89144
702.228.0222 | 702.507.2821 fax | rpartners.com

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted] to destination.



R&R Partners | Research

900 South Pavilion Center Drive, Las Vegas, Nevada 89144
702.228.0222 | 702.507.2821 fax | rrparkers.com

