

## Vegas attractions team to target consumers, travel partners

By: Damon Hodge June 22, 2009

Putting cooperation above competition, a group of Las Vegas-based tourist attractions has formed Best Vegas Attractions, a consumer guide designed to help travelers decide how to spend their entertainment dollars.

Best Vegas Attractions' objective is to provide value-added opportunities for travelers and visitors through special offers and values.

The referral program provides cash incentives to concierges and front-desk representatives and discounts to visitors.

More than 40,000 booklets are being distributed to more than 113 resorts.

To incentivize visitors and tour and travel representatives, the program can save visitors up to \$500, while concierge and front-desk representatives can receive up to \$100 per booklet in cash-back incentives.

"We were all going after the same consumers, practically tripping over one another to secure business," Robert Graff, vice president of marketing for Papillon Airways, said in a statement. "We are like-minded businesspeople and had all thought at one point or another, 'There has to be a better way to do this.' Ultimately, we realized we are stronger together. Through this consortium, we are targeting customers through wholesale and tour operators, travel agents, airline partners, concierges and many more."

Among the participating entities are the Hard Rock Cafe (a new location opens on the Strip this summer); the Madame Tussauds Las Vegas wax museum; Papillon Airways helicopter tour company; and Titanic: The Artifact Exhibition, which features more than 300 artifacts and replicas from the famous ship.

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