

Las Vegas DMO signs deal with UK soccer club

The Las Vegas Convention and Visitors Authority has forged a new partnership with the English soccer club AFC Bournemouth.

(Or “football” club as they say everywhere but in the states.)

The club announced that a multi-year deal will add the “Visit Las Vegas” logo to AFC Bournemouth’s training uniforms, along with in-stadium exposure and match day activations.

About 550,000 British visitors traveled to Las Vegas last year, according to the soccer club.

Besides the obvious goal (pun intended) of increasing travel to Sin City among Brits, what prompted this agreement?

The Vegas Golden Knights, a professional hockey team that plays in the National Hockey League, is owned by Bill Foley, who also holds a controlling stake in AFC Bournemouth.

The two teams have become something of sister franchises.

So the pitch for the deal doesn’t seem that far out of bounds.

“We are grateful to AFC Bournemouth for their partnership and bringing us the opportunity to expand our sports brand internationally,” Steve Hill, president and CEO of the LVCVA, said in a statement.

Financial terms of the agreement were not disclosed.

– news3lv.com



Cannabis-friendly events are still largely behind closed doors in Colorado.

Photo: Jacqueline Collins

DMOs tread carefully into cannabis promotion

The Colorado Tourism Office has been quietly testing new ground for over a year, finally including cannabis content in its promotional material.

Recreational marijuana sales have been legal in Colorado for more than 10 years. There was a hesitancy to embrace the product’s ability to attract visitors, some say.

As recently as 2022, the official colorado.com tourism website didn’t include legal cannabis events on its list of things to do in Colorado, according to pot-friendly party bus owner Sarah Woodson, despite listing breweries, wine events and wineries, casinos and gaming activities, and agritourism.

But finally, Woodson says, the CTO reached out to her to talk about listing her mobile pot lounge once it was licensed. And after she received her state and Denver cannabis hospitality licenses last year, Woodson’s business, the Cannabis Experience, was indeed listed on the state’s tourism website.

Now, adults who are traveling to Colorado can learn more about her business, which operates cannabis-friendly tours around Denver dispensaries, street-art hot spots and popular taco joints.

Although the state site’s cannabis content is slight and not up-to-date, **Continued on page 2**

Cannabis museum is on Ohio.org tourism site

Medical and recreational use of marijuana became legal in Ohio after Issue 2 went into effect on Dec. 7, 2023, after a statewide vote.

The Cannabis Museum, at 16050 Canaanville Road, Athens, Ohio, opened aims to educate the community and influence change.

And it has a link on the official Ohio

Tourism website, ohio.org.

Executive Director Kristyn Robinson and the museum’s staff has been working to open the museum since 2018. it opened in April 2023.

Since it opened, the Cannabis Museum has been putting on events to support the community and draw some

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Visit Philly to use owned media to promote positive news

Millions of tourists visited Philadelphia last year, generating an economic impact of \$6.6 billion. While the numbers were an improvement over 2022, the city is still struggling to claw back its pre-pandemic tourism revenue four years after the onset of COVID-19. One strategy is putting good news on the DMO's owned media. Visit Philadelphia introduced a new weekly feature designed to highlight the best of the city.

"Our Favorite Philly Stories This Week" will go live on visitphilly.com every Thursday, showcasing points of Philly pride.

The content will encompass a wide range of topics, including news, events, fun facts, groundbreakings, people, awards, pop culture, anniversaries, openings, and more. The only requirement is that the stories evoke pride among Philadelphians, regardless of whether they strictly align with

tourism-related themes.

The Visit Philadelphia content team will uncover original "good news stories" and curate items from various sources, including local and national media outlets, social media, and content submissions.

Visit Philadelphia also plans to launch a beta AI site that will answer visitor questions about attractions and accommodations.

— *phillyvoice.com, visitphilly.com*

DMOs tread carefully with cannabis

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three additional weed-friendly businesses (one of which is closed) are listed on the website, which also includes a page titled "Where Can Colorado Visitors Consume Marijuana?"

Cannabis hospitality and pot-friendly events are still largely private in Colorado, so they're difficult for government-run offices to promote. Public cannabis consumption is banned across the state, and some local municipalities, such as Denver, view private cannabis consumption events as illegal public activities.

A state law creating a licensing system for pot-friendly venues and tour services was implemented in 2020, but fewer than eight licensed businesses are currently operating in Colorado, with virtually all of them located in the Denver area. According to the Colorado Office of Economic Development & International Trade, which oversees the CTO, "there has not

been a specific policy shift" regarding cannabis, as OEDIT considers "both state and federal rules and regulations in regard to tobacco, alcohol and marijuana promotion" when planning promotions.

"However, we do include content on our site when cannabis is part of a larger event or activity," says CTO spokesperson Hayes Norris.

Getting listed with the Colorado Tourism Office doesn't cost money, but it does require that business owners and organizations apply online and "verify you are part of the tourism industry," according to the form.

According to research funded by the CTO, 6.2 percent of Colorado tourists said legal pot was one of the main reasons they visited the state in 2018, while over 15 percent of travelers said they planned to visit a dispensary during their visit.

— *westword.com*



The official Ohio tourism site links to the Cannabis Museum at <https://ohio.org/things-to-do/destinations/cannabis-museum>

Museum on Ohio site

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attention. They started with a tea party in April 2023. These tea parties have continued on the last Thursday of every month since then.

The museum has made appearances at several local festivals, such as the Pawpaw Festival, Athens Community Arts and Music Festival, Ohio Brew Week, and more.

Robinson wants the community to know "we are out here."

Sources say it'll be about a year until people can actually purchase cannabis recreationally as the Division of Cannabis Control is still working to create a licensing process for sellers.

— *athensnews.com*