



January 4, 2022

Dear Senator Rosen and Senator Wicker:

We are writing on behalf of Get Outdoors Nevada (GON) and the Nevada Outdoor Business Coalition (NVOBC) in support of the Omnibus Travel and Tourism Act. As one of the top travel destinations in the United States, visitors to Nevada are not only drawn to the glitz and glamor of the Las Vegas Strip and to the posh resorts of the Reno-Tahoe area. From Red Rock Canyon to Lake Mead, and the Great Basin to Death Valley, and Lake Tahoe to the Valley of Fire, with its vast public lands and natural beauty, more than ever, visitors are choosing the Silver State for their outdoor recreation and travel adventures. In fact, in 2019 more than 14 million people visited Nevada's public lands and state parks. And as the pandemic lingers and more people choose to spend time outdoors as a safer choice for recreation, the potential audience is even larger. Nevada and other outdoor recreation destinations throughout the country need to be ready to engage visitors and support outdoor businesses that have suffered in the pandemic.

It is because of the intersection of our mission and commitment to outdoor recreation that GON and NVOBC jointly support the Omnibus Travel and Tourism Act. We are especially supportive of the proposed position of the Assistant Secretary of Travel and Tourism within the Department of Commerce. We believe travel and tourism and specifically, outdoor recreation and tourism, would benefit greatly from this focus, support and resources. Further, we support authorizing the Department of Commerce to conduct a study of the impact of COVID on the travel and tourism industry, and would urge the analysis to include a deep dive into specific sectors, including outdoor recreation and tourism. We know from our 2021 COVID impact study¹ that Nevada's outdoor recreation economy lost 6% of its jobs. As the pandemic persists, more businesses and jobs are at risk. A comprehensive response and recovery will first require a thorough analysis and understanding of the industry-specific impacts of the pandemic. We feel that an analysis of the impact of COVID on the Nation's travel and tourism industry, including outdoor recreation, will provide information that is critically important to making sound recommendations and financial investments moving forward.

We applaud Chair Cantwell, Ranking Member Wicker, Chair Rosen and Ranking Member Scott for their leadership on this bill, as well as the bipartisan group of senators that helped create the legislation. We enthusiastically support the bill's passage and are happy to offer our assistance in any way possible.

Sincerely,

Rachel Bergren
Executive Director, Get Outdoors Nevada
Advisory Board Member, Nevada Outdoor
Business Coalition

Louis M. Bubala III, Esq.
Treasurer/Board Member, Nevada Outdoor
Business Coalition

¹ [Nevada's Outdoor Recreation Economy and COVID-19: Economic Impacts and Case Studies](#)