

Nevada honors tourism industry leaders

The Nevada Division of Tourism recognized outstanding members of the state's rural tourism industry at the VolunTourism Awards this month.

Tourism is a \$2.3 billion industry in Nevada. Visitation to rural Nevada – all counties except Clark and Washoe – was 5.23 million in 2016, up about 7.9 percent from 2015.

Sue Barton, deputy director of the Lake Tahoe Visitors Authority, earned the Larry J. Friedman Industry Partner of the Year award.

VolunTourism award recipients:

Reno-Tahoe Territory

Bill Henderson, director of sales for the Carson Valley Inn in Minden, has been a passionate participant with the Reno-Tahoe Territory for more than 30 years.

Cowboy Country

Yvonne Stuart, president of the Wells Chamber of Commerce, has been involved with Nevada's Cowboy Country Territory for several years.

Indian Territory

Billie Jean Guerrero is the director of the Pyramid Lake Museum and Visitors Center for the Pyramid Lake Paiute Tribe.

Las Vegas Territory

Julie Banbury became membership director in midsummer 2016 and immediately upgraded the membership program, providing a more streamlined application process for candidates.

Pony Express Territory

Cindy Beutel works behind the scenes in Eureka to foster community involvement and increase participation in special events.

Nevada Silver Trails Territory

Ray Fox of Certified Folder Display Service, Inc., has provided Nevada Silver Trails with travel brochure distribution services for a number of years.