



MEDIA ADVISORY



For Immediate Release – Sept. 10, 2015

Rancho High School Performers to Greet Passengers Arriving at McCarran for El Grito Weekend

McCarran International Airport will kick off the busy Mexican Independence Day holiday weekend by welcoming passengers to Las Vegas with a special performance by *Mariachi Oro Del Rancho*. The 19-member student band from Rancho High School will greet passengers, many who will have just arrived directly from Mexico, in the Terminal 3 international arrivals lobby on Friday morning.

"Each September our team at McCarran looks forward to the Mexican Independence Day holiday and the additional passengers we see coming direct from Mexico," said Rosemary Vassiliadis, director of aviation for Clark County. "This year we are excited to showcase the great talents of our local youth, and to take this unique opportunity to show international travelers another side of our community."

From Friday through Sunday, a total of 32 commercial flights will fly directly from Mexico to McCarran International Airport, bringing more than 4,500 visitors to Las Vegas. In addition to regularly scheduled flights from cities such as Guadalajara, Monterrey and Mexico City, Mexican air carriers AeroMexico, Interjet, Magnicharters, and Volaris have added 12 chartered flights that will include nonstop service from five cities that do not normally enjoy direct air service to Las Vegas.

While McCarran traditionally sees a spike in activity associated with Mexican Independence Day, also known as El Grito weekend, year-round interest in Las Vegas from Mexico has been on the rise, and is expected to continue to be an area of growth in the years to come. Las Vegas Convention and Visitors Authority research indicates international travelers stay longer and spend an average of 50% more per trip, meaning these added flights will pump millions of dollars into the local economy.

"The week of Mexican Independence Day is one of the most popular times of the year for Hispanic and Latin American visitors to come to the destination, a group that reached 3.2 million visitors in 2014," said Cathy Tull, senior vice president of marketing for the Las Vegas Convention and Visitors Authority. "This exciting celebration brings the top names in Latin music to the destination while contributing to growth in the Mexican market where we have seen a 19 percent increase in visitation over the past year."

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Editor's Note: *Mariachi Oro Del Rancho* will perform Friday, September 11 from 11 a.m. to 12:30 p.m. Interested media may obtain video of the performance, as well as interviews with travelers at McCarran's Terminal 3 international arrivals lobby after those visitors have exited U.S. Customs. LVCVA and airport representatives will also be available for interviews at this time. Please contact Christine Crews at (702) 767-8170 for access and parking arrangements.