



## **ROBERT Y. GRAFF**

As Travel Nevada Industry Relations and Domestic Market Manager, Robert's over 20 years of experience in tourism sales started in the Attractions and Transportation space. Robert is Travel Nevada Industry Relations department liaison for US Domestic, Receptive OTA strategies and product development. Based in Southern Nevada, he is the main point of contact for Travel Nevada's Las Vegas, Nevada Silver Trails, Indian Territories, and Tourism Coop marketing grant programs. Graff served on various industry boards for US Travel, IITA, and the National Council of Attractions. A public speaker at tourism marketing events, Graff started his career in tourism as an ambassador and interpreter, using his fluency in seven languages to welcome international visitors to Nevada and our national parks. He joined Travel Nevada from Bindlestiff Tours, a small group and private tour operator specialist. Prior to that, he worked as VP of International Marketing and Sales for SkyWest/Delta Airlines, Scenic Air and Papillon Helicopters. A former teacher and trainer for Google Travel, an outdoor enthusiast at heart, Graff resides in Las Vegas, enjoys hiking, volleyball, and scuba diving in his free time.

