

Las Vegas Souvenir & Resort Gift Show Marks 20th Anniversary with Education, Networking Events and Industry Celebration

Industry-leading retail event celebrates two decades of connecting buyers and suppliers with conference programming, anniversary events and 600+ exhibitors

LAS VEGAS, NV, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- For 20 years, the [Las Vegas Souvenir & Resort Gift Show](#) has served as the premier marketplace for the souvenir, resort and destination retail industries, bringing together retailers, manufacturers, suppliers and sales

representatives from across the tourism marketplace. This October 6-9, the Show will celebrate its milestone 20th anniversary at the Las Vegas Convention Center with an expanded educational conference program, special networking events, anniversary celebrations and more than 600 exhibitors showcasing the latest products and retail trends.

The global attraction souvenir retail market is currently valued at approximately \$27.4B and is projected to reach \$46.8B by 2035, underscoring the continued growth and opportunity within the industry. Against this backdrop, the Las Vegas Souvenir & Resort Gift Show remains a vital destination for retailers seeking new products, industry insights and valuable business connections.

"As the leading sourcing destination for the souvenir and resort retail community, the Las Vegas Souvenir & Resort Gift Show provides buyers with an unparalleled opportunity to discover innovative products, connect with suppliers and gain insights into emerging consumer trends," said April Holinek, Show Director, Las Vegas Souvenir & Resort Gift Show. "As we celebrate our 20th anniversary, we're proud to recognize the exhibitors, retailers, sales representatives and industry partners who have helped shape the Show into what it is today. Their support and commitment over the past two decades have created a thriving community that continues to drive our industry forward."



Throughout the event, attendees will experience special anniversary activations, including commemorative merchandise, giveaways, networking events and opportunities to celebrate the people and partnerships that have contributed to the Show's success over the last 20 years.

Educational sessions focused on retail strategies

The event will offer a curated lineup of educational sessions designed to deliver practical insights and actionable strategies for today's retail environment.

October 6: How to Use Your Data in the Decision-Making Process

Panelists include: Nick Vieno, Buyer, Cumberland Farms; Daniel Shoemaker, Key Account Representation & Consulting, Feel Good Solutions; Angela Dalby, VP Marketing, Sales & Creative, Charles Products Inc.; and Kelly Jones, Vice President of Operations, Great Escapes RV Resorts
Moderated by Kristin Ely, Executive Editor, Seaside Retailer

October 6: Building a High-Performing Team

Panelists include: Shannon Sparks, Director, Paradies; Mary Nickelson, Director of Attractions – F&B, Retail & Product Development, Mall of America; and Brad Smithling, Senior Director of Retail Experience + Merchandising, Biltmore House.
Moderated by Tommy Brown, Retail Manager, Visual Manager, Saint Louis Zoo

October 7: Creating Products with Purpose: Aligning Development to Values-Driven Demand

Panelists include: Melissa Lew, Owner, Melissa Lew; Tommy Brown, Retail Manager/Visual Manager, Saint Louis Zoo; Courtney Todd, VP of Sales, Spirit Jersey; and Teresa Inman, National Account Manager, Smith Western
Moderated by Kristin Ely, Executive Editor, Seaside Retailer

October 7: Design Upcycling – Make the Scene with Green!

Presented by Tommy Brown, Retail Manager/Visual Manager, Saint Louis Zoo

Taking place in the Connections Corner on the show floor, these sessions are designed to complement the buying experience and provide tools attendees can immediately apply to their businesses.

Show floor features hundreds of exhibitors

Over 1,100 booths will showcase thousands of products designed for souvenir shops, resort boutiques, museum stores, national parks, airport retailers, destination attractions and specialty gift stores. Attendees will discover the newest trends in apparel, drinkware, destination merchandise, jewelry, home décor, toys, novelties, custom products and made-in-America gifts. Select exhibitors include: Charles Products, Fiesta, Billco, Lonerock, MV Sport, L2 Brands, Great Mountain West, Global Swibco Inc. and The Wilusz Way. Plus, dedicated pavilions include Native American, Made in America, Lifestyle and Emerging Marketplace.

Industry Partners Celebrate 20 Years of Success

Longtime exhibitors and industry supporters reflected on the Show's impact over the past two decades:

"Twenty years ago, we recognized the potential of this show long before it became the premier event it is today, and we've proudly invested in its growth ever since. Our commitment has always been rooted in the belief that the best trade shows are born through collaboration and meaningful partnerships. As one of the show's original exhibitors, we're honored to have helped shape its success. We remain committed to pushing the industry forward, setting new standards of excellence, and inspiring what's next for our customers and partners for many years to come," said Glen Heitmann, CRO of Charles Products LLC.

"There's nothing quite like the energy of the Las Vegas Gift & Souvenir Show. From reconnecting with familiar faces to meeting new retailers and showcasing our newest designs, it's a week filled with inspiration, opportunity, and excitement. I'm grateful to be part of an industry that celebrates creativity and small business," said Danielle, Owner The Wilusz Way Wood Designs.

Anniversary Events and Networking Opportunities

As part of the 20th anniversary celebration, attendees can participate in a variety of special networking and hospitality events, including:

Slice, Sip & Celebrate – Cake & Champagne (October 6: 2:00 p.m. – 4:00 p.m.)

Sparkling Sips & Savory Bites – Charcuterie & Champagne (October 7: 2:00 p.m. – 4:00 p.m.)

VIVA 20 Years Celebration at Firefly (October 7: 5:00 p.m. – 7:00 p.m.)

Giveaways include goody bags for the first 100 stores that arrive on the first two days of the show and prize baskets

The Las Vegas Souvenir & Resort Gift Show offers free admission for qualified buyers and provides sourcing opportunities for a wide range of retailers serving beach resorts, mountain communities, casinos, theme parks, museums, zoos, aquariums and other tourism-focused destinations. To register, visit: <https://lvsouvenirshow.com/register>.

Media interested, email lvsouvenirshow@clarionevents.com.

Exhibitors and sponsors interested in participating at the Las Vegas Souvenir & Resort Gift Show, visit: <https://lvsouvenirshow.com/exhibit>.

About the Las Vegas Souvenir & Resort Gift Show

The Las Vegas Souvenir & Resort Gift Show is the nation's leading trade event dedicated to the souvenir, resort and destination retail industries. The Show connects buyers and suppliers from across the tourism marketplace, offering a comprehensive selection of merchandise, educational programming and networking opportunities designed to support retail success. The Las Vegas Souvenir & Resort Gift Show takes place October 6-9, 2026.

Nadira Ramatally

Las Vegas Souvenir & Resort Gift Show

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935373807>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.