

Beyond Global Solutions

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After a rewarding and successful 22-year career with the Las Vegas Convention and Visitors Authority (LVCVA), Rafael Villanueva formed Beyond Global Solutions (BGS), a tourism marketing consultant company to share his knowledge and expertise with inbound tourism. No matter what part of the world, the team at BGS has developed programs and more importantly, relationships that can help any destination, operator, hotel, and attraction maximize their exposure and success.

While at the LVCVA, Rafael developed their international vision and strategy that included recruiting, contracting, and managing international representation offices in over 15 countries.

Prior to joining the LVCVA, Mr. Villanueva served as Executive Director of Advertising and Public Relations at the Tropicana Resort and Casino. His career also included working for some of the top advertising agencies in Las Vegas.