



Urban Xperience is a premier promotional platform designed to launch products and build brand recognition on a global scale. Produced by R&R Productions, the event showcases sponsor products through a nationwide tour that builds momentum toward a high-profile grand finale in Las Vegas. By visiting strategically selected markets, Urban Xperience connects brands with key demographic audiences, driving awareness and engagement at every stop. What truly sets the event apart is its Las Vegas finale—an international destination that naturally attracts visitors from around the world, amplifying sponsor exposure. Millennials (ages 30–49) now make up approximately 46% of Las Vegas visitors and are especially prominent during major weekends like Labor Day, which draws more than 300,000 people to the city. Generation X (ages 44–59) represents another 37% of Labor Day visitors. While Urban Xperience effectively engages these core groups, the event is also evolving to reach a younger demographic to support long-term growth in product awareness, consumption, and brand loyalty.