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## New Las Vegas ‘Trip to Strip’ rideshare unveils expansion in star-studded soiree

*[Click to tweet:](#) How many celebrities can you fit in that #TriptoStrip? The answer is 11! New [@RTCSONV](#) on-demand rideshare service officially kicks off #Vegas style & expands to #dtlv @SouthPointlv @MResort [triptostrip.com](http://triptostrip.com)*

**[Download the latest Trip to Strip video featuring Las Vegas celebrities, here.](#)**



*CAPTION: (L to R) Keolis Western Regions VP of Operations Francis Julien, City of Las Vegas Mayor and RTC board member Carolyn Goodman, Vegas showgirls, former Las Vegas Mayor and brand ambassador Oscar Goodman, LVCVA CEO & President Steve Hill, Clark County Commissioner and RTC Chairman Larry Brown, “O” by Cirque du Soleil performer, Chippendales, celebrity impressionist Terry Fator at the Trip to Strip launch event on June 25.*

**LAS VEGAS** – Unlike any other rideshare service, “Trip to Strip” was created by the Regional Transportation Commission of Southern Nevada (RTC) specifically for small groups looking for an affordable way to travel together to popular tourist destinations. The new transportation option, which never charges surge prices, officially celebrated with a star-studded event to welcome the new service to Las Vegas.

To meet the growing demand, Trip to Strip’s service area recently expanded. It now covers the Las Vegas resort corridor from downtown Las Vegas to the M Resort, including McCarran International Airport and the Las Vegas Convention Center (LVCC). Pickups and drop-offs are at the nearest RTC fixed route or paratransit stops, most of which are located near property entrances, and the zero level of McCarran International Airport.



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The new on-demand rideshare service was feted at the LVCC with nearly 200 attendees who welcomed the Trip to Strip vehicle and Las Vegas celebrity guests who rode in to the event. Local leaders including Clark County Commissioner Larry Brown, Las Vegas Mayor Carolyn Goodman, Las Vegas Convention and Visitors Authority CEO and President Steve Hill and Keolis Western Regions VP of Operations Francis Julien kicked off the event. Celebrities included singer, comedian and impressionist Terry Fator, Chippendales dancers, “O” by Cirque du Soleil performers, and former Las Vegas mayor and brand ambassador Oscar Goodman with Vegas showgirls.

The RTC partnered with global transportation operator and leader in shared mobility services, Keolis, one of its transit system operators to provide the service and ride hailing app. Las Vegas is the second microtransit service launched in the western U.S. and the largest public agency-led microtransit service in North America.

Able to carry up to 11 passengers, Trip to Strip is ideal for people traveling in groups for conventions, meetings, weddings, or birthday and bachelor(ette) parties in Las Vegas. Trip to Strip provides a luxury ride via a limousine-style interior without premium prices. Vehicles offer various amenities, including complimentary Wi-Fi, USB charging ports and ample luggage space. Wheelchair accessible vehicles are also available.

Rides start at \$6, and prices are determined on the distance and number of passengers in the booking party. New Trip to Strip users can receive 15-percent off their first ride with the promo code “FIRSTRIDE.”

The Trip to Strip app is available free in the Apple and Google Play stores and is integrated with the popular “Transit” app used in more than 125 metropolitan areas worldwide, including in Southern Nevada as the transit planning element of the rideRTC mobile ticketing app.

For more information on Trip to Strip and to download the app, visit [triptostripnv.com](http://triptostripnv.com)

### **About the RTC**

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [rctsnv.com](http://rctsnv.com).

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