

Nevada tugging at tourists' heart strings



Small, heartwarming moments that make a vacation unforgettable are what the Nevada Commission on Tourism's winter ad campaign hopes to inspire in visitors. The campaign launched this month with a mix of traditional and online media.

"The advertising budget is very small this year, so we are launching a campaign that uses an emotion-evoking image to pique interest, and a complement of TV, print, Internet and mobile media to deliver the details," Lt. Gov. Brian Krolicki and NCOT chair said in a statement. "We advertise heavily online because that is where you get the most bang for your buck, and where travelers go to plan their vacations."

The "Capture Your Heart" campaign targets winter enthusiasts who take at least one overnight ski or snowboard trip a year. The target market is upscale, young at heart and outdoorsy. In order to strengthen Nevada's presence in its primary markets, especially its ski-season markets, the ads will run in Los Angeles, Las Vegas, the Bay Area, Dallas, Seattle, Chicago and Phoenix through January.

"These markets are very promising for our Lake Tahoe and Northern Nevada winter activities, as well as for the Mt. Charleston and Las Vegas area," NCOT Director Dann Lewis said in a press release.

The ad at the center of the campaign shows two hands forming a heart and framing a scene over Lake Tahoe. The tourism commission's research shows that typically it's not a vacation in its entirety that travelers remember, but rather a small sum of the whole. The "Capture Your Heart" campaign

focuses on creating an emotional bond between Nevada and the visitor.