

Nevada tourism officials promote private site in ad campaign

By Richard N. Velotta, Las Vegas Sun

Like most tourism marketers, the Nevada Tourism Commission is doing what it can to get a maximum bang for its advertising bucks.

When Tourism Director Dann Lewis told the commission's marketing committee last week that room tax revenue is coming in well below projections, he also offered a strategy to draw attention to the media channels that traditionally have driven increased visitation to the state.

That basic strategy is to dazzle a viewer or reader with something visually amazing to reel them in and get one of the state's visitor guides in their hands.

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