

Nevada continues to woo Chinese travelers

The Nevada Commission on Tourism is expanding its promotion in the lucrative Chinese travel market to Shanghai, while cutting office operating costs countrywide 50 percent.

The new office, which opened in Shanghai this month, is in the heart of the city's business district in the U.S. Commercial Center and shares quarters with the U.S. Commerce Department and other American tourism-oriented agencies. The 6-year-old Beijing office moves to a smaller facility. The total cost of office space in China will be cut in half while the value and strength of NCOT's representation will be multiplied.

"We wanted to aggressively expand promoting tourism to Nevada in Shanghai, China's largest city and a major hub of commerce and culture, and we found a way to accomplish this goal and cut costs at the same time," Brian Krolicki, NCOT chair, said in a statement.

NCOT was granted the first license issued by the Chinese government to a U.S. tourism agency to advertise to outbound Chinese travelers in 2004 and opened an office in Beijing. Karen Chen, NCOT's representative in China, will work with both the Beijing and Shanghai offices, each staffed with a fulltime representative for Nevada.

"The Shanghai office will give Nevada tourism a direct and affordable presence in China's largest financial center, port and retail market and provide great opportunities to work with other U.S. partners to extend our reach," NCOT Director Dann Lewis said.

NCOT has brought numerous Chinese journalists and tour operators to Nevada this decade to promote statewide attractions.