

Tahoe ski resorts to dominate Nevada's winter ad campaign

By Richard N. Velotta, Las Vegas Sun

The Nevada Commission on Tourism, partnering with Google.com, expects to produce more than 8 million page views from its target demographic in an Internet winter tourism ad campaign that begins in November.

The commission began working with Google late last year and will spend \$835,000 of its \$2.4 million media budget on Internet marketing in the current fiscal year. Google has embraced the Nevada Tourism Commission campaign as a case study to show a cost-effective, high-tech means to reach customers.



Nevada tourism officials want to focus on Tahoe ski resorts with views like Heavenly's.

Photo/Kathryn Reed

The commission will use Google In-Stream Video ads targeting winter sports enthusiasts in Los Angeles, the San Francisco Bay Area, Dallas, Chicago, Seattle, Phoenix and Las Vegas.

The commission's Web presence is geared to steer business to Nevada's Lake Tahoe resorts and ski areas.

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