

Tourism campaign designed to have Nevadans stay in the state

By David McGrath Schwartz, Las Vegas Sun

Gov. Brian Sandoval will travel throughout Nevada to promote a new effort to get residents to take vacations within the state, a sort of “buy local” program for tourism.

Sandoval and Lt. Gov. Brian Krolicki announced the “Discover Your Nevada” program at a Reno park last week.



Nevada tourism officials want residents to vacation in the Silver State.

Photo/LTN

“The point is to encourage Nevadans to get out and explore our own state,” said Sandoval.

The state’s Commission on Tourism is asking residents to submit their favorite places throughout the state, which will then be voted on at the commission’s website.

Read the whole story