

Nev. tourism panel deadlocks on winter marketing

By Richard N. Velotta, Las Vegas Review-Journal

A committee that advises the Nevada Tourism Commission on how to market the state to prospective winter visitors deadlocked on two votes over which company it wants to run the \$1.75 million campaign.

The committee on Friday heard pitches from two companies, Las Vegas-based B&P Advertising and Public Relations, and Creative Concepts of Fairport, Conn. Both have worked in the past with the commission.

The companies didn't discuss creative elements of the campaign, but the state's winter effort traditionally focuses on Lake Tahoe's ski season. The value of the contract is higher than last winter's \$1.5 million budget but less than last summer's \$3.6 million campaign.

The split vote was the result of philosophical differences on the campaign.

While the request for proposals seeks a campaign that drives prospective visitors to the state's Travel Nevada website through traditional and social media, the two companies offered different views on how to accomplish that.

Read the whole story