

Nev. tourism campaign aimed at Millennials

By Associated Press

CARSON CITY – Nevada is launching a fresh tourism campaign focused on attracting Millennials to the state.

The Nevada Commission on Tourism voted Wednesday to approve the new fall-winter advertising blitz, including two new commercials that will run in Nevada and in neighboring states.

The spots feature travelers who make friends with a wide array of memorable Nevada characters, including bikers, famous chefs and cowboys. They close with the tagline, “Go home with more stories than souvenirs.”

The commercials use a cover of the song “Don’t Fence Me In” that was recorded by the Las Vegas-based band the Killers.

State tourism director Claudia Vecchio says Nevada has improved its return on investment and is now bringing in \$33 in tourism revenue per \$1 spent on advertising.

The campaign will begin running in mid-November.