

Tourism official: Nev. is more than casinos

By Las Vegas Sun

The Strip is like a one-night stand for many young travelers. It's good for a quick visit, but it's not the only memory they want of a Western adventure.

Millennials with cash to travel want interesting and unique stories as vacation memorabilia, said Bethany Drysdale, public relations director for TravelNevada, formerly known as the state Division of Tourism.

TravelNevada is in charge of promoting the Strip but also Nevada's innumerable ghost towns, mountain ranges and natural attractions. The agency is working to adapt to changing media markets and different tourist demographics.

Drysdale said the needs of travelers have changed; the audience has changed. "We were targeting baby boomers – people with more money and free time – with traditional ads. That has changed with the rise of the millennial mindset. If it's Instagram worthy, it is a trip millennials will take. We are doing more social media and more direct-to-consumer outreach. We do Instagram takeovers, selecting someone with a really good audience, letting them post on our account when they are on a trip. In 2014, we had 700 Instagram followers. We hit 10,000 this past November."

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