

Promotion of Nev. on TV, big screen in the works

By Richard N. Velotta, Las Vegas Review-Journal

The Nevada Commission on Tourism will collaborate with the Governor's Office of Economic Development's Nevada Film Office to promote the state through a medium that already has a sizable audience – television and the big screen.

Eric Priess, director of the office, told board members Wednesday that working with the commission should help attract tourists who want to see locations captured in movies filmed in Nevada while the commission's distribution resources should help promote Nevada locations to filmmakers.

Priess said his office has developed an interactive film tourism map to guide visitors to famous film locations across the state. At the same time, the TravelNevada website can show off the diverse locations that offer picturesque lakes, spooky ghost towns, scenic highways, majestic mountains and glittery neon.

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