

Essay contest aims to promote Nevada travel

By Richard N. Velotta, Las Vegas Review-Journal

The Nevada Division of Tourism and the Nevada Department of Education are collaborating again on TravelNevada's "Discover Your Nevada" campaign encouraging state residents to visit attractions within the state.

Nationally, 51 percent of state residents take trips to attractions within their own states, but in Nevada, the rate is just 6.7 percent, meaning most Nevada residents go out of state for weekend getaways and vacations.

To encourage more instate travel, TravelNevada – the brand for the state's tourism division – is working with the education department to conduct an essay contest among the next school year's eighth-grade students on destinations within the state.

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