

LAS VEGASSUN

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A new \$35 million “Welcome to Fabulous Las Vegas” campaign is being unveiled across multiple platforms, including on billboards like this one in New York’s Times Square. The campaign, launched by the Las Vegas Convention and Visitors Authority, promotes the city as an “ultimate escape at an unbeatable value.”

COURTESY OF LAS VEGAS CONVENTION AND VISITORS AUTHORITY

TOURISM

Slowing visitation prompts \$35 million Las Vegas reboot with focus on value

Editor’s note: Este artículo está traducido al español en la página 8.

BY KYLE CHOUINARD
A version of this story was posted on lasvegassun.com.

As visitation to Las Vegas trends downward and concerns about high prices, especially on the Strip, fill social media, tourism officials here are looking for a brand refresh.

The Las Vegas Convention and Visitors Authority is launching its destinationwide attempt today, promoting

the city as an “ultimate escape at an unbeatable value.” That includes nationwide advertising as well as “experiences, special offers and partnerships” to be announced over the next few weeks.

“It is a commitment to hospitality,” LVCVA President and CEO Steve Hill told the Sun. “Because we offer so many different experiences across any budget, no matter what you spend, we need our customers to walk away feeling like, ‘That was worth it. That was great.’”

The \$35 million “Welcome to Fabulous Las Vegas” campaign will kick off with a one-minute advertisement cen-

tering on a person bored at their day job whisked away to Vegas. Along with showcasing the city, it features a new song from singer Eryn Allen Kane.

The ad was to first air during Thursday night’s primetime matchup between the Dallas Cowboys and Philadelphia Eagles, which will officially usher in the new NFL season. While unintentional, Hill said the spot highlights some of the city’s “highest value” locations, initially showcasing the Fremont Street Experience.

The Strip, Fremont Street Experience

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The campaign kicked off during Thursday night’s broadcast of the NFL season-opener between the Dallas Cowboys and Philadelphia Eagles with a one-minute advertisement centering on a person bored at their day job being whisked away to Las Vegas. This is a still photograph from the ad.

STATE GOVERNMENT

Lombardo pledges steady recovery in cyberattack’s wake

Editor’s note: Este artículo está traducido al español en la página 8.

BY RAY BREWER
A version of this story was posted on lasvegassun.com.

The cyberattack that struck Nevada’s state government operations Aug. 24 did not compromise residents’ financial information, DMV records or social services data, but its effects are still being felt, Gov. Joe Lombardo said Thursday.

The “core financial systems were secure and not accessed by attackers,” Lombardo said in a news conference.

“I can provide reassurance — to the best of knowledge — the data compromise did not include state finance information,” he said.

The Republican governor was light on specifics about the attack — by design, he said. Citing security and the ongoing investigation, he couldn’t provide information about the attackers, what they accessed and whether a ransom was paid.

“I know it is frustrating,” he said of the attack that caused state offices to shut for two days and rendered some state websites and phone lines unavailable.

State staff have worked “24/7” to restore services, he said.

The Department of Motor Vehicles today will restart accepting in-person appointments for driver’s license renewals and state identification. They have already been taking appointments for vehicle registration and title transfers.

Officials previously stated that

anyone whose DMV appointment was canceled because of the cyberattack-related closures would be accommodated through walk-in service during the next two weeks.

Lombardo also acknowledged that some residents were concerned about driving with expired licenses due to the cyberattack’s effect on DMV services. He assured that law enforcement had been notified and “people won’t face consequences” if stopped.

Lombardo said it could take months to recover from an attack like the one Nevada was a victim of, but “I can report we are moving well ahead of that projection.”

He couldn’t say when services and systems will be fully

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WADE VANDERVORT

Gov. Joe Lombardo speaks Thursday at the Nevada Governor’s Office of Economic Development in Las Vegas. He updated members of the media on the continued response to a cyberattack on state government operations.

NATION

Kennedy rejects criticism, data and decorum in contentious hearing

FROM THE SUN’S WIRE SERVICES

WASHINGTON — Robert F. Kennedy Jr. faced a withering barrage of questioning from a Senate committee on his vaccine policy and his record as President Donald Trump’s health secretary, responding at times with clear disdain for the senators, public health data and the Centers for Disease Control and Prevention, which he oversees.

Appearing Thursday before the Senate Finance Committee, Kennedy blamed the CDC for the number of American deaths during the COVID-19 pandemic, and said he did not trust the data that showed vaccines saved millions of lives in the United States and elsewhere during the pandemic. Kennedy also falsely asserted that there were no cuts to Medicaid in Trump’s domestic policy bill, and he rejected bipartisan criticism that his actions were making it harder for people to obtain vaccines.

Kennedy is well acquainted with Washington because of his upbringing in a Democratic dynasty. He spoke in a tone rarely used by a Senate witness — angry at times, dismissive at others — and repeatedly accused senators who belong to his family’s party of lying, telling them they were “making stuff up” and “talking gibberish.”

Some Republicans, including two doctors — Sens. Bill Cassidy of Louisiana and John Barrasso of Wyoming — also put Kennedy on the spot. Cassidy, who voted to confirm Kennedy on the condition that he wouldn’t disrupt access to vaccines, said Kennedy was in fact doing so through his actions as health secretary.

“We’re denying people vaccine,” Cassidy said as he concluded his line of questioning.

Kennedy responded: “You’re wrong.”

In that same exchange, Cassidy asked Kennedy if he believed Trump deserved a Nobel Prize for his administration’s work on Operation Warp Speed, the initiative that sped the development of the COVID-19 vaccine and treatments.

“Absolutely,” Kennedy said.

Cassidy said he was surprised at his

Kennedy spoke in a tone rarely used by a Senate witness — angry at times, dismissive at others.

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