

FY22

ANNUAL REPORT





# TABLE OF CONTENTS

<b>Letter From the Director .....</b>	<b>3</b>
<b>Road to Recovery .....</b>	<b>4</b>
<b>Strategic Programs .....</b>	<b>10</b>
<b>Brand Evolution .....</b>	<b>12</b>
<b>Destination Development .....</b>	<b>18</b>
<b>Visitor Experience .....</b>	<b>21</b>
<b>Industry Relations .....</b>	<b>24</b>
<b>Discover Your Nevada .....</b>	<b>28</b>
<b>Domestic Market Development .....</b>	<b>32</b>
<b>International Market Development .....</b>	<b>44</b>
<b>Awards .....</b>	<b>48</b>





**For the Nevada Division of Tourism (Travel Nevada), FY22 is a story of wins, losses, and risks, but more so one of collaboration, flexibility, and resiliency.**



While the COVID-19 pandemic raged on in the latter half of 2020 and into 2021, the team tasked with promoting Nevada as a tourism destination worked to share Nevada's story with dreamers planning their first trip post-COVID and with in-state residents, supported by a group of industry partners who came together during a time the industry was facing its most serious economic crisis.

By the latter half of 2020, Travel Nevada had laid the groundwork to prioritize in-state travel through its Discover Your Nevada program. The integrated strategy aligned to encourage Nevadans to travel within the state and see what lies beyond the community they call home. The success of the Discover Your Nevada program can be found within this report and is one of the initiatives I'm most proud of, as it shows how the team came together to shift and refocus strategies to fulfill the Division's vision – to enhance the quality of life for all Nevadans.

By the start of FY22, Travel Nevada's story shifted toward recovery. The state agency is funded solely through a portion of room tax revenue, and reports indicated visitation to the state was increasing and that people were feeling more comfortable traveling. Backed by its research-driven, results-oriented strategic plan, Travel Nevada worked to fulfill agency initiatives designed to impact the visitor experience through destination development, industry relations, and domestic market development.

The economic and community support of tourism products is a new focus for Travel Nevada. As we learn to integrate our marketing grant program with the long-term tourism assets we help create through Destination Development, our effectiveness as a destination manager grows stronger.

The results of those efforts are found in this report.

**DIRECTOR BRENDA SCOLARI**



# NEVADA'S ROAD TO RECOVERY

Few things in history have impacted the global tourism industry like COVID-19. In states like Nevada, where tourism is an integral industry, generating \$42.3 billion in visitor spending and providing 300,596 jobs prior to the pandemic, an even greater toll was taken.

Fortunately for Nevadans, tourism and hospitality partners in the Silver State are collaborative, supportive, and adaptable. As a result of their hard work and a focus on destination management, the state is projected to continue the path toward pre-pandemic visitation levels in 2023. The following narrative explains the steps taken to get there.





From the early days of the pandemic, the Nevada Division of Tourism began preparing for the state's recovery, evaluating and conducting research on the potential impacts, developing projections and timelines, and creating a plan to enable a fast return to pre-pandemic levels of visitation and economic impact.

In August 2020, the Nevada Commission on Tourism voted to approve the formation of a Recovery Committee to monitor Nevada's tourism economy as it emerged from the COVID-19 pandemic. Travel Nevada worked to develop a Recovery Plan that detailed the strategy to compete in an industry that had been transformed. The Recovery Committee culminated in a well-attended industry

workshop led by several Nevada tourism leaders who discussed the various funding sources available for small businesses and the future of tourism in the Silver State.

**The recovery effort continued in four key phases through FY21 and FY22.**



**PHASE 1: PROMOTING SAFETY IN-STATE****March 2020 - May 2021**

**While out-of-state and long-distance travel were discouraged, Travel Nevada engaged residents to explore their home state while enlisting tourism partners to enable such activities in safe and responsible ways. Specific tactics implemented during this phase included:**

**PARTNER ENGAGEMENT**

FY21 was full of uncertainty both personally and professionally. In order to stay connected, Travel Nevada coordinated weekly Zoom calls for industry partners with open agendas for partners to connect, ask questions, and get advice from their peers. In addition, Travel Nevada created a private industry Facebook group to share news from the CDC, U.S. Travel Association, and other industry experts and to serve as another place to connect with each other.

**COVID-19 MESSAGING & UPDATES**

TravelNevada.biz became a one-stop location for links to both health and tourism experts. The page was updated frequently as the CDC released new information and as U.S. Travel Association built and distributed toolkits specifically for the tourism industry. Later, the page served as a place partners could find information on federal grant programs.

**NEVADA PRIDE SHOPPING GUIDE**

As part of the Discover Your Nevada program, Travel Nevada worked to boost Nevada small businesses around the holidays with a Nevada Pride Shopping Guide, highlighting local gifts to buy, experiences to book for a later date, and trip inspiration within the Silver State.

**RECREATE RESPONSIBLY**

The pandemic pushed people outdoors, and as a result, Nevada's trails were flush with newcomers eager to hike the trails, soak in the hot springs, and explore Nevada's back roads. It soon became clear that messaging was needed around how to recreate in the Silver State. Travel Nevada launched a new page on its website, Recreate Responsibly, which aimed to educate outdoor recreationalists on how to take care of the land around them.





## PHASE 2: RETURNING TO REGIONAL May - December 2021

When vaccines became available and travel began returning, Travel Nevada was granted funds through the CARES Act. This enabled the agency to re-engage its marketing and public relations partners to more deeply connect with both in-state travelers and those from regional drive markets. The focus of these efforts was to get travelers back to Nevada and better understand their needs.

### EXPANDED DISCOVER YOUR

#### NEVADA MARKETING

Additional funding allowed Travel Nevada to develop a complete and integrated paid media program to encourage meaningful engagement with Nevadans and safe travel throughout the state. This included:

- › Spot TV and cable, including high-profile placements during sporting events like Las Vegas Raiders and UNR basketball games
- › Digital video with partners like Hulu and Gas Station TV
- › Programmatic/Digital
- › Terrestrial and streaming audio
- › OTAs like Expedia and Priceline
- › Paid social

#### REGIONAL PAID MEDIA RETURN

Though travel was returning, many travelers were only slowly expanding their comfort zones to include drivable destinations. Knowing consumers would favor spontaneous road trips first, the highest priorities were Nevada's well-established drive markets with high brand perception. The team quickly deployed existing creative messaging across lower-funnel, high-intent tactics.

#### RETURN OF DOMESTIC PR PROGRAM

While travel was halted, so was travel coverage in media outlets around the world. As travel returned, Travel Nevada's public relations efforts focused on reconnecting with national and regional travel writers to get Nevada back in their coverage consideration set.





### PHASE 3: CAPITALIZING ON DISRUPTION

January - June 2022

COVID-19 variants continued to cause travel ebbs and flows, but Travel Nevada and its marketing partners had used 2021 to re-establish foundational marketing to stabilize the program while preparing for what's next.

Research suggested that, coming out of the pandemic, travelers were looking for a sense of escapism to undo some of the stress they had experienced over the last two years. Flight disruption and changes in consumer values meant that destination marketing organizations (DMOs) would not see the same results by simply picking up where they left off pre-pandemic. While maintaining its newly re-established marketing program, Travel Nevada developed an integrated strategy focused on **capitalizing on disruption**, redefining its market mix, target mindset, and messaging.

#### MARKET RESEARCH & EVOLVED MARKET MIX

With significant input from the Nevada Commission on Tourism Marketing Committee, Travel Nevada researched which markets it should focus on moving forward. The research resulted in a three-pronged strategy with different approaches for established, emerging, and new markets.

#### EXPANDED PAID MEDIA PROGRAM

This research enabled Travel Nevada's paid media agency of record, Fahlgren Mortine, to expand beyond regional markets with partners like Expedia, Thrillist, and BuzzFeed.

#### INTEGRATED SILVER STATE RESET CAMPAIGN

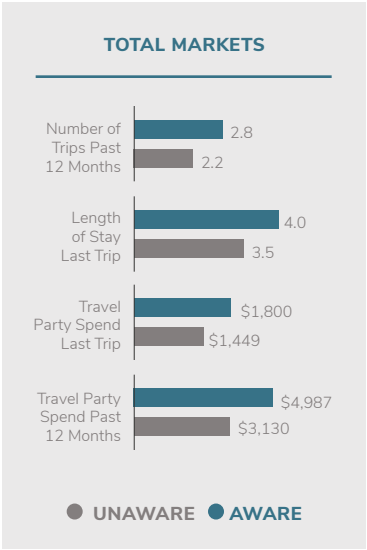
To meet the traveler desire for transformative and healing travel experiences, Travel Nevada developed an integrated "Silver State Reset" campaign showcasing the depth of such experiences throughout the state. The program drove record web traffic and added new tactics from which the team will learn and build for future efforts.





PHASE 4: EVOLVING THE BRAND – LOOKING AHEAD TO FY23  
July 2022 and beyond

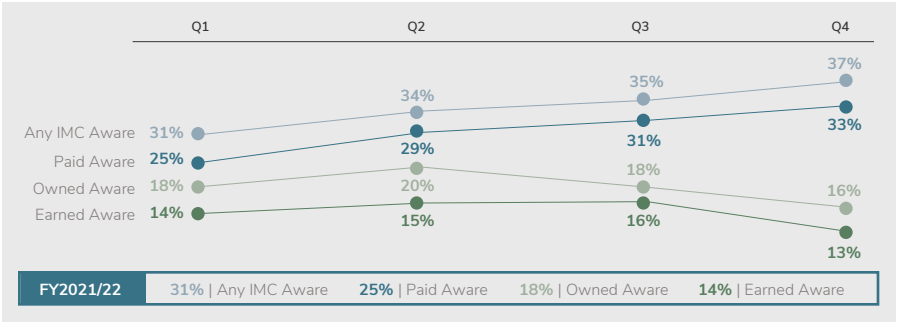
As the industry continues on the road to recovery after the pandemic, Travel Nevada is building on the programs it launched and grew during FY21 and FY22 while also using the disruption of the pandemic to shift perceptions.



	LIFT	UNAWARE	AWARE
Offers life-changing experiences	+23	41%	65%
Is a place where I am inspired to try new things	+23	47%	70%
Cares about someone like me	+21	35%	56%
Is a place where I can truly express myself	+21	47%	68%
Is a place where I can feel free	+20	54%	74%
Trust that it will fulfill my expectations	+19	51%	70%
Is a place where I can break free from the status quo	+18	54%	72%
Has an edgy, free-spirited vibe	+15	61%	75%
Offers unique, eclectic experiences	+14	61%	75%
Is a destination truly different from other places	+23	62%	75%

The agency’s Integrated Marketing Effectiveness (IME) study reveals that, throughout FY21 and FY22, awareness grew each quarter as a result of marketing efforts. Audiences who were aware of those marketing efforts had more positive perceptions of Nevada than audiences who weren’t. This suggests that the

strategic efforts of Travel Nevada are positively improving the state’s perception with targeted audiences. The FY23 opportunity is to deepen awareness of key, differentiating Nevada attributes within existing and new audiences and markets, so as to continue to shift perceptions and drive travel preference for the Silver State.





# STRATEGIC PROGRAMS

Coming out of a recovery period with a plan for FY21, Travel Nevada implemented a strategic plan for FY22-FY23 that focuses on programs that support agency initiatives. The following pages provide a narrative on how these programs evolved and what they mean for the future.





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## MISSION

Effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism.

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## VISION

Enhance the quality of life for all Nevadans.

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## AGENCY INITIATIVES

- › **INCREASE** overnight stays and spending.
- › **CONTRIBUTE** to the long-term growth and sustainability of local tourism economies.
- › **EXPAND** state partnerships to benefit Nevada residents.
- › **FOSTER** diversity, equity, and inclusion in our role in statewide marketing and with local tourism stakeholders.
- › **ESTABLISH** an understanding that local tourism products and services are fundamental to a vibrant quality of life for all Nevadans.
- › **AFFECT** awareness and perception of Nevada as a globally recognized brand.





# BRAND EVOLUTION

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Travel Nevada seeks to affect awareness and perception of Nevada as a globally recognized brand. In pursuit of this initiative, Travel Nevada continually aligns campaigns and programs to reinforce and inspire what distinguishes Nevada as a competitive travel destination. The brand is constantly evolving to showcase Nevada's strengths as a destination in response to current travel and consumer trends.





Travel Nevada had just fully launched the “Freedom” campaign when the pandemic hit. As more people headed outdoors, the brand was well-aligned to resonate with the sentiments of those longing for Nevada’s open space and vast scenic landscapes. This also presented an opportunity to educate visitors on how to “Recreate Responsibly” in an effort to keep our outdoor spaces safe, clean, and accessible.

TravelNevada.com was overhauled during the pandemic, with refreshed content that brought more brand-centric content to the forefront. The redesign resulted in a large jump in

overall engagement, which extended through our social and email efforts.

Once restrictions lessened and we were well on our way to recovery, Travel Nevada recognized market disruption as an opportunity to identify new markets and develop creative messaging around the new and competitive travel space. As part of FY22 planning, Travel Nevada continuously monitored the national landscape to track how consumers resumed their travel experiences. Analyzing the competitive set, we identified gaps in which we could fill white space to stand out among competitors.

## TIME ON SITE UP 40% YOY

**64,000+ PARTNER REFERRALS (161% OF GOAL)**

**23,000+ NEWSLETTER SIGN-UPS (364% OF GOAL)**

Figures reflect FY21 compared to FY20.



Surveys from tourism industry organizations like Longwoods International and others showed that people were seeking connection while traveling, not only with their families, but with locals through experiences that improved their well-being.





[click to play video](#)





TRAVEL HAS ALWAYS BEEN AN EXCELLENT WAY TO TAP INTO PEOPLE'S SENSE OF PURPOSE AND ADVENTURE, AND AS THESE SOFTER CHARACTERISTICS SUPERSEDE TRADITIONAL ASPIRATIONS LIKE WEALTH, TRAVEL WILL NEED TO EVOLVE IN ORDER TO EMPHASIZE NOT JUST ITS ESCAPE FROM TRADITIONAL LIFE, BUT ITS ROLE IN DEFINING A NEW ONE."

KANTAR U.S. MONITOR

Travel Nevada aims to have its target audience associate the state with attributes that reflect the brand. In FY22, those who were aware of Travel Nevada assets associated the state with specific brand attributes 69.3% of the time on average, according to the agency's Integrated Marketing Effectiveness Study. This is about 17.6 percentage points higher than those who were not aware.



Beginning in FY22, Nevada Magazine, which has been in publication since 1936, became Nevada Magazine & Visitor Guide. The quarterly publication showcases the people, places, and adventures that make Nevada so special and is now distributed to a much wider audience. In 2021, Nevada Magazine printed up to 12,000 issues quarterly,

with just more than half of those going to subscribers. With the new publication, 40,000 issues are printed quarterly, with distribution to regular subscribers and new visitors, as well as in racks and visitor centers across the region.

## Nevada Magazine

Nevada Magazine rebranded to become Nevada Magazine & Visitor Guide, a magazine-style publication distributed free of charge four times a year.





## LOOKING AHEAD

- › Travel Nevada and its stakeholders and partners will contribute brand evolution development through surveys and workshops.
- › After identifying attributes that reinforce positive brand image, creative and media teams will align to best present Nevada in new, emerging, and existing markets in order to lift brand perception.
- › Following a data-informed approach, new assets will be developed ahead of a new campaign launch in September 2023.
- › Large-scale brand partnerships will be identified and pursued.





# DESTINATION DEVELOPMENT

Travel Nevada's long-range, tourism-based community planning program enables Nevada's rural communities to be intentional and strategic about growing their visitor economies.







In the first half of 2021, a destination development pilot program was initiated with Lincoln County. The project, financed through the grant program, was led by consultants from Coraggio Group, who workshopped with the Lincoln County Authority of Tourism (LCAT) to develop a 10-year strategic plan with the goal to deliberately shape the Lincoln County visitor experience while also improving resident quality of life. The results of the plan helped LCAT focus on key initiatives, like the development and promotion of its outdoor recreation resources, including its mountain biking trails, which have since been host to multiple national events. Additionally, LCAT went through a rebrand, leveraging their tagline “Escape the Chaos” to drive economic growth through tourism.

**Based on learnings from the pilot program, Travel Nevada conducted a thorough request for proposal (RFP) search for a contractor to support six additional projects across the state.**

In April 2022, Travel Nevada hired Better Destinations LLC, an organization with skilled experts at partnership-based, action-oriented destination management planning. Better Destinations’ winning proposal included demonstration projects as the first step to building healthy visitor ecosystems in Nevada.

Once the consultant was retained, Travel Nevada formally launched the Destination Development Demonstration (3D) project.



## LOOKING AHEAD

- › In early FY23, the 3D project kicks off with a road show in several rural Nevada towns to gather communities and inform them of the program's offerings.
- › A working group of state and federal partners and advisors will provide expertise and insight to advise on 3D, with a smaller group assessing the applications.
- › Six projects will be selected and will be addressed in two batches of three in FY23 and FY24.
- › Future funding of continued projects will be subject to legislative budget approval.





# VISITOR EXPERIENCE

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Nevada is known as the world leader in hospitality, customer service, and entertainment. As the travel mindset evolves and our state economy diversifies and grows, the tourism industry must embrace elevated standards.



The visitor experience is at the heart of all Travel Nevada's programs. As we seek to lengthen stays and increase visitor spending, we know the way to do that is to ensure our destinations are welcoming, accessible, and accommodating. With Las Vegas serving as a global gold standard in hospitality, smaller destinations have the benefit of an in-state partner leading the charge.

In conjunction with efforts through the Industry Relations program as well as Destination Development,

communities have been encouraged to critically assess their readiness for promotable tourism product, taking into consideration their attractions, accommodations, and capacity.

In an effort to continue to provide a high level of service to Nevada's visitors, Travel Nevada is committed to ensuring those who work in the tourism and hospitality industries are equipped to provide good customer service that meets our brand promise.

### Tourism is one of Nevada's top industries, with over 43 million visiting the Silver State in 2021.

Through the Domestic Visitor Study, visitors rated their experience in Nevada's rural areas. Moving forward, Travel Nevada seeks to improve visitor sentiment.





## LOOKING AHEAD

- › Travel Nevada will launch an Ambassador program: Battle Born Insiders. Aimed at frontline staff, the program will include training modules that cover information about the state, encouraging engagement with visitors to complement their Nevada trip.
- › An incentive program will be created for Battle Born Insiders, which will dovetail into the Discover Your Nevada program.
- › Workshops are planned to educate on hospitality subjects such as accessibility and sensitivity training to build more welcoming destinations.
- › As budget allows, assistance will be provided to communities to conduct independent visitor sentiment studies; general sentiment will be tracked at a statewide level.





# INDUSTRY RELATIONS

Travel Nevada depends on strong state stakeholder and travel trade relationships in order to accomplish its mission of creating a diverse tourism economy. Throughout the pandemic, Travel Nevada took on a leadership role in advancing industry communication and access to resources.







In order to stay up-to-date on the varied situations across the state, Travel Nevada coordinated virtual check-ins for partners to openly communicate issues they were experiencing. The Travel Nevada team launched a private Facebook group to share ideas, connect with one another, and network in real time. The group was used to update regarding the latest CDC guidelines and state government in ever-evolving, unprecedented circumstances. Resource guides and toolkits were developed and shared with partners so messaging could be aligned statewide. When tourism partners needed to defend and preserve budgets, Travel Nevada provided additional training on research and reports available to the industry.

Throughout the recovery phase, Travel Nevada continued to engage partners frequently and identified ways to expand existing partnerships and improve industry communications. Despite challenges felt worldwide in holding in-person gatherings, Nevada partners were able to meet across the state in the first-ever virtual Rural Roundup conference. Smaller groups met in hub locations in Stateline, Ely, Boulder City, Tonopah, and Elko, and sessions included topics like social media, rural destination marketing, and industry trends. Feedback from attendees was overall positive, with 90% of respondents saying that they felt the conference was either “Very Valuable” or “Extremely Valuable.”

In an effort to continually update the industry on Travel Nevada programs and initiatives, the team developed a monthly highlight email with the intent of recapping projects and activations. This new communication is in addition to the quarterly newsletter, which highlights upcoming events and happenings to engage partners to participate.

As a result of deeper engagement with our in-state stakeholders, the Sales and Industry Partners Department was restructured under the name Industry Development. Two Industry Relations Specialist roles were evolved from existing positions to support Nevada partners in the north and the south. These positions are dedicated to work collaboratively with partners, particularly to enhance the performance of grant-funded programs.



## RURAL MARKETING GRANTS

Rural Marketing Grants help the communities of Nevada market their destination to potential visitors in an effort to generate overnight stays. Travel Nevada awards approximately \$1.4 million each year to rural partners for a variety of marketing projects, including paid advertising, promotion of signature events, travel trade, public relations, consumer shows, tourism community assessments, and production of video and image assets. Non-profits and local tourism entities are eligible to apply for funding in this program.

Throughout the pandemic, Travel Nevada continued to distribute Rural Marketing Grants to support rural destinations in their recovery. While Travel Nevada's resources were limited in FY21 and FY22, \$2 million in federal funding was secured to enable the seamless continuation of the Rural Marketing Grant program.

In 2022, a systemic audit of grant awards over the past five years was conducted to better understand how funds were distributed across the territories and non-profit entities.

With the goal of improving the grant process, the audit also looked at opportunities to optimize future funding, increase funding equity across the DMOs and other non-profits, and to better define and demonstrate grant impact and effectiveness.

The five-year analysis reviewed 10 grant cycles from FY18 to FY22, which included two years pre-COVID as well as COVID Relief Funding. It did not include the Projects Related to Tourism grants that were distributed in 2020, as those grants were more infrastructure in nature.

During this time, Travel Nevada awarded \$8.5 million across 1,123 grant projects to 113 organizations. On average, we received 270 applications each year, and 85 percent of all applications submitted were awarded full or partial funding.

Key learnings from the grant audit were used to reimagine the grant process and ensure equity across the state in terms of grant distribution as well as provide efficiencies in reporting the economic impact of the grant program.

As a result of the audit, staff formed an evaluation committee to implement a streamlined scoring process utilizing a rubric method. In preparation for FY23 and beyond, Travel Nevada also explored new platforms to introduce more flexible reporting and tracking features. Partners were prepared for the upcoming changes that include new application and evaluation questions to ensure accountability and eventually move to a system of one application per potential grantee to better understand the level of integration across requests.

In FY21 and FY22, Rural Marketing Grants were awarded to the following across the state:

### COWBOY COUNTRY

**\$661,215**

### NEVADA'S INDIAN TERRITORY

**\$19,800**

### LAS VEGAS TERRITORY

**\$481,692**

### NEVADA SILVER TRAILS

**\$746,331**

### PONY EXPRESS TERRITORY

**\$829,563**

### RENO-TAHOE TERRITORY

**\$890,721**

### STATEWIDE

**\$11,225**

### TOTAL

**\$3,640,547**



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## LOOKING AHEAD

- › Rural Roundup 2023 is planned in Mesquite, April 11-13, 2023.
- › Partner workshops will be held in FY23 to encourage more tightly integrated grant applications and projects. Internal changes include implementing a grant platform with expanded capabilities, refining the scoring rubric, and expanding the review team across multiple departments for a broader perspective.
- › Travel Nevada will introduce a sliding scale for the match requirement, allowing smaller organizations the ability to compete against other applicants who may be more established or well funded.
- › Move to one grant cycle per year, allowing for long-term planning.
- › Destination Nevada Academy, Travel Nevada's educational program to support destinations and non-profits to increase their skills and knowledge on marketing and management, will launch.
- › Partnerships with other state and federal agencies are expanding to align messaging and goals, as well as to prevent duplicative efforts statewide.





# DISCOVER YOUR NEVADA

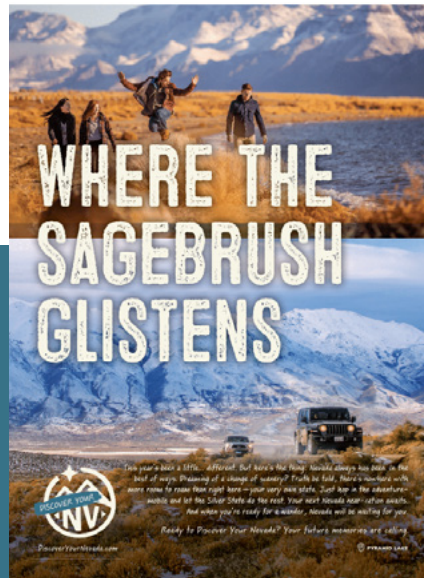
In response to lower out-of-state visitation due to pandemic restrictions, Travel Nevada engaged residents to explore their home state with a regional overnight stay or road trip. The goals of this effort were to generate economic activity while pursuing a longer-term goal of educating Nevadans about their home state and promoting responsible recreation.



With CARES Act funding, Discover Your Nevada flourished in FY21. The broadcast spot was revised to speak to the hearts of Nevadans, who are already inspired by statewide pride. Language that echoes the state nickname (“Battle Born [to Roam]”) and the state song (“[Home] Roam Means Nevada”) was used in compelling print and digital advertising. Itineraries created to showcase local communities and customized for a local traveler became inspirations for trip planning.

After surpassing preliminary objectives for in-state audiences in FY21, more aggressive goals were set and even further exceeded in FY22.

METRIC	FY22 GOAL	ACTUAL
Nevada Traffic	703,412	1,133,457
DYN Users	250,000	365,733
Avg Time on Site (DYN campaign)	1:10	1:11
Engaged Subscribers (Nevada)	10,000	11,232
New DYN Content	10	30
Nevada Awareness	40%	49%





Travel Nevada also built partnerships with local businesses beyond traditional tourism products, developing a “Nevada Pride Shopping Guide” that promoted buying local over the holidays. Additionally, the guide featured tourism experiences that would allow Nevadans to “give the gift of Nevada” for a future trip.

- Through the sustained efforts of the Discover Your Nevada campaign, awareness levels of Travel Nevada’s paid, owned, and earned assets reached **49%** in FY22, an improvement from 43% in FY21.
- Traffic to TravelNevada.com from within Nevada also performed well above expectations, reaching over **1.1 MILLION** in FY22.



Discover Your Nevada Video



## LOOKING AHEAD

- › Travel Nevada will develop a more robust always-on campaign to increase exposure to Nevadans through programmatic advertising, SEO and SEM paid search, social media marketing, YouTube advertising, and more.
- › Itineraries will continue to be customized for locals to explore multiple experiences in their own backyards.
- › Travel Nevada will partner with PBS' Wild Nevada to develop a video series.
- › Content will be developed for Spanish-speaking audiences for media outreach.
- › Partnerships with other state agencies will be expanded to reach multiple Nevada audiences.





# DOMESTIC MARKET DEVELOPMENT

During this time frame, research showed that travelers were looking for bold experiences, with 89% of Americans looking to be spontaneous in their travel. In response, Travel Nevada engaged in strategic planning to identify and grow travel markets and segments within the United States.





## MARKET MIX

In early 2021, research from trusted travel industry organizations like Destination Analysts suggested that, coming out of the pandemic, travelers were looking at their vacations as essential cures to mental health woes and stress they had experienced over the last two years. Flight disruptions and changes in consumer values meant that DMOs would not see the same results by simply picking up where they left off pre-pandemic.

To determine the most effective market mix for Travel Nevada's integrated marketing efforts in this new era, the Division; its paid media and PR agency of record, Fahlgren Mortine; and Marketing Committee members conducted a deep and thorough analysis of markets. They reviewed everything from flight availability and data for Las Vegas and Reno airports to marketing plans and targets of rural partners, as well as the Convention and Visitor Authorities of Las Vegas and Reno-Sparks.

Through this exercise, the Division and Fahlgren Mortine developed a three-pronged market mix strategy:

#### DEFEND OUR CORE ESTABLISHED MARKETS:

Maintain our strong current position as a destination of choice in established markets to guarantee consistent tourism revenue.

#### STAKE OUR CLAIM IN EMERGING MARKETS:

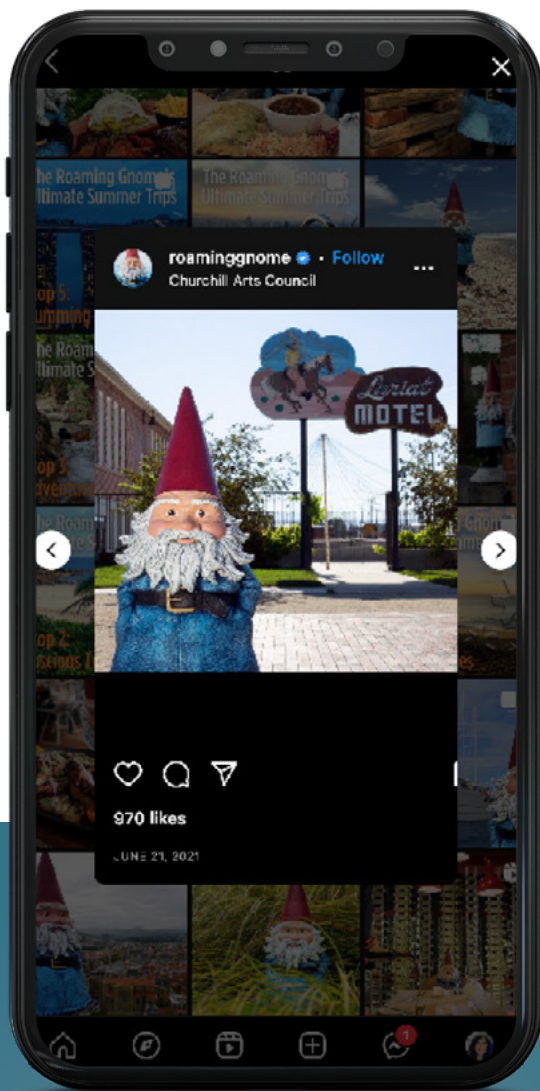
Increase our market share where travel intenders are increasingly raising their hands since the pandemic.

#### CAPITALIZE ON DISRUPTION IN NEW MARKETS:

Strategically invest in markets where pandemic disruption has created opportunity for Nevada to enter the consideration set.







Travelocity – Roaming Gnome



## PAID MEDIA

### July 2021 – September 2021

(COVID & recovery)

One year after the initial lockdown, domestic travel was starting to resume incrementally, and Travel Nevada anticipated significant growth based on pent-up consumer demand. Inter-agency teams established strategic priorities to allow the state to get back in market quickly.

Knowing consumers would favor spontaneous road trips first, the highest priorities were Nevada's well-established drive markets with high brand perception. The team quickly deployed existing creative messaging across lower-funnel, high-intent tactics. In addition, we took advantage of partnerships that had been delayed and/or paused from early in the pandemic.

With the start of the new fiscal year in July 2021, it was important to keep the marketing pedal down, knowing we were only in third gear. The inter-agency team selected best-performing tactics from April to June to extend through September, keeping Travel Nevada top of mind with lower-funnel drive market consumers. This bridge campaign used existing assets so inter-agency teams could focus on producing new content and creative to launch in October.

## THE TRAVEL NEVADA AND TRAVELOCITY PARTNERSHIP GENERATED:

Over 275,000  
impressions

Over 10,000  
engagements

7% engagement  
rate



## October 2021 – March 2022

As we continued to move through FY22, the overall strategic approach was to capitalize on disruption using a combination of markets, mindset, and messaging to reach travelers who would stay longer and spend more.

### MARKETS

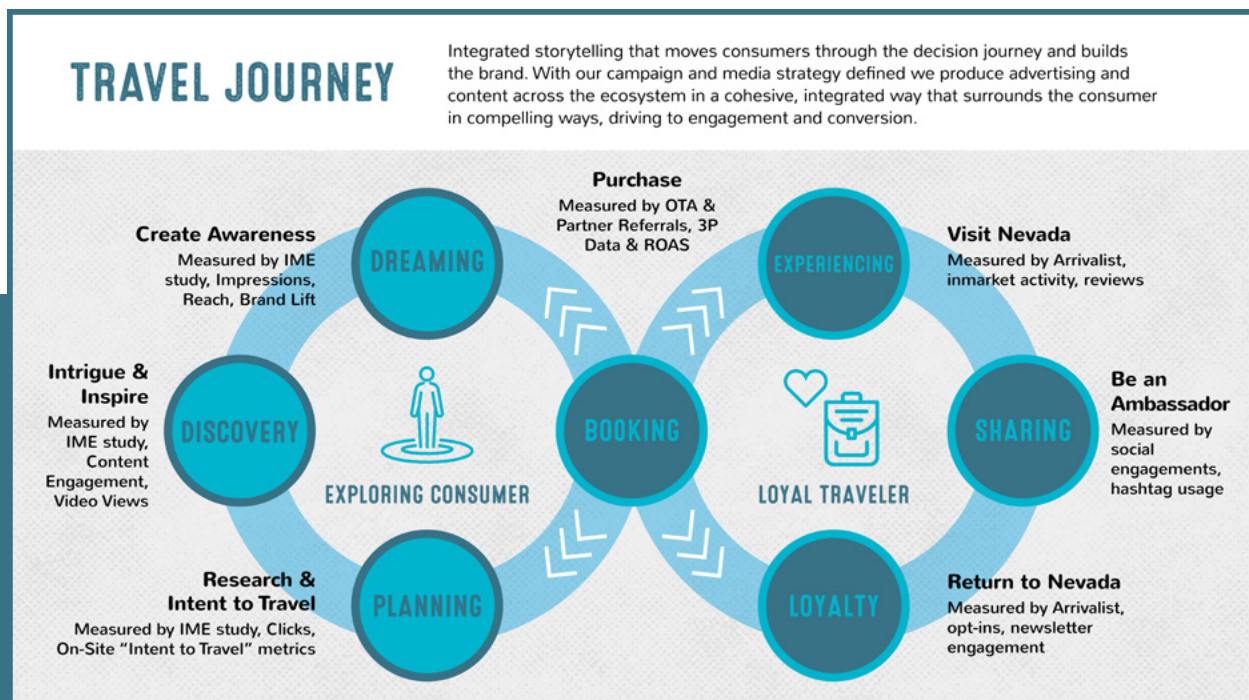
Inter-agency teams worked with the marketing committee to evaluate Nevada's market priorities. To strategically deploy budget, markets were reorganized into categories of established, emerging, and new. The majority of the marketing investment would be focused on the emerging and new markets.

### MINDSET

With new travel motivations and disruptions in consumer habits, we evaluated our media mix to focus on the opportunities for greatest impact across the traveler's journey.

### MESSAGING

Travel Nevada content and creative was refreshed to re-align with consumers' travel priorities.

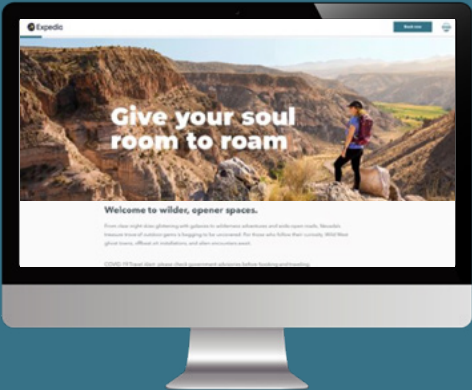




## EXPEDIA GROUP Spotlight Landing Page

Our spotlight landing page sponsorship with Expedia was created to connect with travelers during the planning and booking phases of our traveler journey.

The content was created to inspire and provide examples of the wide-open spaces you can explore throughout Nevada – still leaning into the consumer desire to travel to areas with low risk of crowds.



Expedia Group Spotlight



## THRILLIST Interactive Road Trips Map

Taking our engagement up a notch with our drive markets, we partnered with Thrillist to create an interactive road trips map.

The goal of the interactive map was to engage with our already motivated drive markets in a new and fun way. The unique graphics created an eye-catching map that would inspire the reader's next road trip route in Nevada.

### Interactive Road Trips Map

## BUZZFEED Buzzcuts

The social Buzzcuts we created with Buzzfeed were top performers, with over 10.3 million impressions and 712,993 video views.

These were targeted to our drive and fly markets to share fun facts about Nevada's unofficial state cocktail and information on the best spots to catch the darkest skies and the brightest stars.



### Buzzcuts Stargazing Adventure Buzzcuts Picon Punch



### Go remote in Nevada's Basin and Range National Monument Article

## LONELY PLANET Video and Custom Articles

Our partnership with Lonely Planet was content heavy, focusing on various outdoor activities to experience throughout Nevada.

Alongside the Lonely Planet team, we crafted three unique articles that featured Basin and Range National Monument, Glittering Experiences (gems, stars, etc.), and Ghost Towns and Sagebrush Saloons. To take our Ghost Town and Sagebrush Saloons story even further, the Lonely Planet team traveled to Nevada to film a feature video to cover both topics. The entire partnership garnered over 13 million impressions and over 1 million video plays.



## April 2022 - September 2022

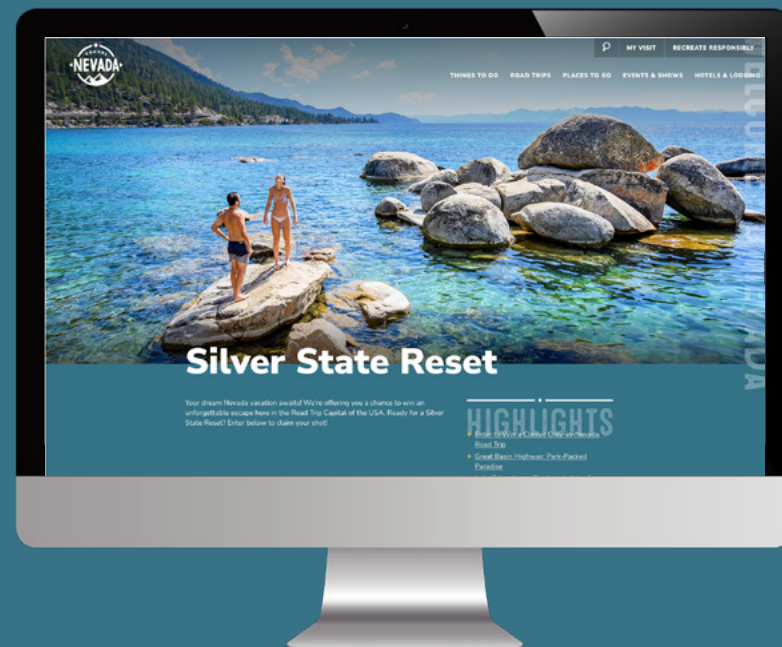
(Silver State Reset)

Starting in April 2022, Travel Nevada executed the Silver State Reset, an integrated campaign that leveraged both paid and earned efforts. The focused initiative was meant to share the depth of transformative experiences in Nevada and ultimately drive bookings and visitations to the state from the new markets of Portland, OR, and Chicago, IL.

## iHEART MEDIA Nevada Experts & Radio DJs

A pair of iHeart DJs from Portland and Chicago conducted a series of long-form interviews with Nevada experts.

The conversations captured the experts' passion and enthusiasm firsthand for the transformative experiences that await only in Nevada. Listeners and social followers were prompted to visit a Travel Nevada-owned landing page to learn more and enter a sweepstakes to win a trip to Nevada.



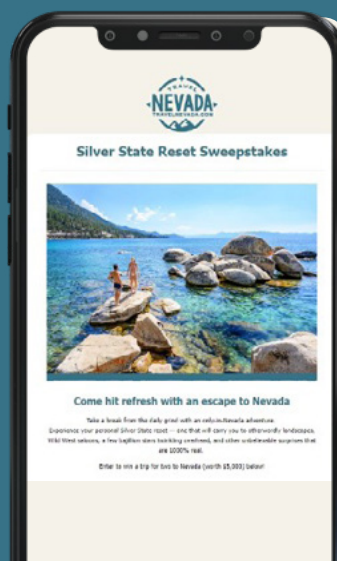
## Silver State Reset Contest Results

Total Number of Entries: 129,659

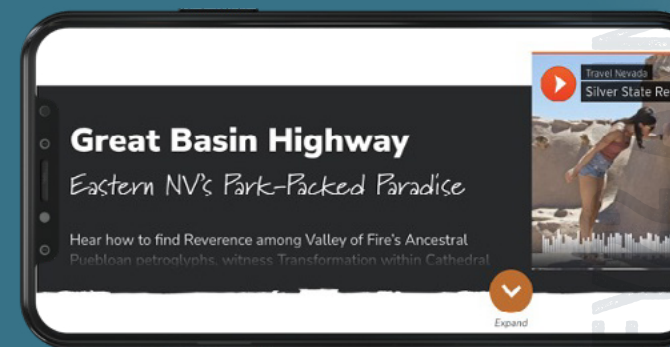
Total Number of Unique Entries: 11,927

Total Number of Opt-Ins: 4,852

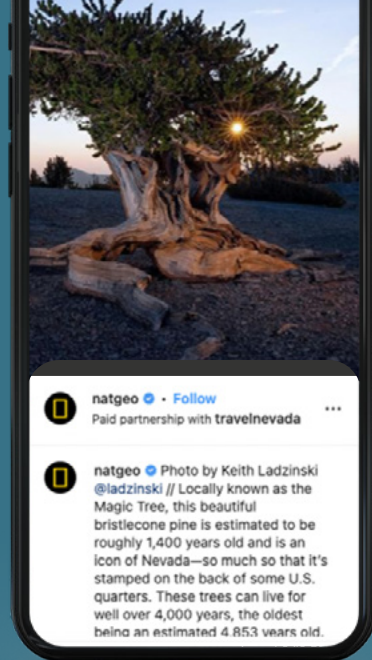
[Silver State Reset Landing Page](#)



- Record website traffic and content pageviews
- 50+ million impressions in Chicago and Portland
- 129,659 total contest entries (11,927 unique entries)







## NATIONAL GEOGRAPHIC Instagram Takeover

Leveraging existing content, Nevada partnered with National Geographic to share unique destinations from their organic social channels @natgeo and @natgeotravel on both Instagram and Facebook.

**All of the posts combined generated over 3.4 million impressions.**

## OUTSIDE Creator & Content Sponsorships

We worked with Outside to coordinate four trips to Nevada with Portland- and Chicago-based content creators, all of which generated social-first video content and still photography.

Each creator highlighted a variety of adventures that appealed to every experience level and encouraged followers to visit [TravelNevada.com](https://TravelNevada.com) to learn more and plan a trip.

**We also partnered with Outside for a sponsored article, "The Nevada Vacation You Didn't Know You Needed."**

[Outside Article](#)



- *Creator content achieved 5.1 million impressions in the targeted Portland and Chicago metro areas, exceeding guaranteed impressions*
- *Over 1,039,667 social media impressions on Outside's social channels, 7% above target*



## OUT OF HOME Subway & Train Takeovers

**To emphasize how far removed from the everyday normal Nevada can be, subway and train takeovers were executed in both Portland and Chicago.**

Within the "Not Your Everyday" message, QR codes were integrated to allow us to track users engaging with our brand. Since August 2022, we have seen 379 unique scans of our overhead Michelangelo creative, which took users to our stargazing landing page.





## PUBLIC RELATIONS

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As a direct result of COVID-19, Travel Nevada's domestic and international PR efforts shifted from promotional to informational and targeted both industry partners and in-state residents curious about how they could safely travel within the state via road trips while following CDC guidelines.



March - December 2021

While pausing promotional PR efforts left an impact on target audience awareness, when Travel Nevada re-engaged with travel writers in spring 2021, they found partners and media receptive to both immediate and future visitation tactics.

These efforts enabled the team to directly re-engage more than 40 priority media contacts and re-establish the coverage cadence the state had enjoyed pre-pandemic. Additionally, the immersive box tactic earned a Silver Spike Award from PRSA Sierra Nevada.

#### IMMEDIATE VISITATION PR TACTICS

- › Regional media briefings
- › “What’s New” media outreach
- › Road trip extension messaging
- › Influencer partnerships



#### FUTURE VISITATION TACTICS

- › Immersive custom media boxes
- › Long-lead editorial planning and media outreach
- › Virtual Top 100 media target engagements





January - June 2022

With media relationships re-established, the team built on their efforts, adding mini campaigns, FAM hosting, and media missions into the PR strategy.

### SEVEN WEIRDEST WONDERS

To engage media in Top 100 outlets and strategically lean into the Weird Nevada angle, Fahlgren Mortine planned and executed the Seven Weirdest Wonders release containing destinations unique to the Silver State. Distributed in conjunction with National Plan for Vacation Day, this release inspired transformative travel at a time when domestic travel was expected to reach near-pandemic levels in 2022. The list generated more than 67.5 million impressions.



### MEDIA MISSIONS

Travel Nevada executed a **NYC media mission** in March with both in-person and virtual offerings. Because of COVID-19 variants, media were still hesitant to attend events, so the focus was on driving quality connections with national journalists. To do this, Travel Nevada developed an interactive virtual map showing 3D models of the Seven Weirdest Wonders. The mission resulted in eight meetings with priority contacts, including the editor-in-chief of Travel + Leisure.

In May, Travel Nevada traveled to **Denver**, a city home to several national outdoor writers. Again, the focus was on developing deeper relationships with priority contacts, especially those who could help tell Nevada's outdoor recreation story to a national audience. The team met with 10 writers, representing outlets like Lonely Planet, Thrillist, Matador, and more.

### FAMS

As the fiscal year went on, media willingness to and comfort with travel increased, and Travel Nevada capitalized on that. The team hosted six journalists from priority national and regional outlets including Travel + Leisure, San Joaquin Magazine, and Shermans Travel. Each hosting resulted in at least one feature placement.

The team also identified niche topics, including van travel and adventurous family travel, that became increasingly popular during the pandemic and were relevant to Travel Nevada. They engaged micro-influencers who were considered experts on those topics and hosted them in state to showcase Nevada's unique offerings to their nearly 200,000 combined followers.



### SILVER STATE RESET

In spring of 2022, PR played an integral role in the integrated **Silver State Reset campaign**. The PR team's strategic key messages appeared not only in paid content, but also in earned placements as well, from Forbes to Matador. Media and influencers from new markets were tapped to visit the state and experience its transformative offerings. Further, to ensure these messages reached priority audiences and markets, the PR team executed a satellite media tour, generating more than 1,600 broadcast placements and reaching 5.9 million viewers.



At the end of FY22, Travel Nevada's PR efforts had enabled results to surpass FY19 results (the last year pre-pandemic), with **1.4 BILLION** impressions, and goals were exceeded for **TOP 100** placements and key message inclusion.





## INDUSTRY & TRADE

**As consumers began booking trips, the industry's trade organizations gradually got back to business with the restoration of trade shows.**

Receptive operators continue to play an important role in the planning and booking phases of the travel funnel. These B2B trade shows are a cost-effective way to meet and work with receptive and wholesale operators who are developing product for their clients. Connections made also help update our database with companies and contacts who are still in business.

The Go West Summit focuses on tourism products and services in the American West. In 2022, Reno-Sparks Convention & Visitors Authority hosted, and Travel Nevada met with domestic and inbound receptives and also provided support by co-hosting a FAM prior to the start of the show.

While IPW is traditionally an international trade show, attending the show in Las Vegas in 2022 allowed Travel Nevada staff to maintain its presence and stay current in the mind of international tour operators, media, and receptives.



## LOOKING AHEAD

During FY23, Travel Nevada will:

- › Develop new influencer strategy to ensure alignment with Travel Nevada content themes.
- › Host West Coast Media Mission to re-engage with LA-based travel media.
- › Develop Rockhounding Guide and distribute nationally to align with trend of crystal and gem hunting.
- › Host top-tier media and influencers with interest in stargazing to further amplify Nevada's Dark Skies.
- › Focus on priority content themes to ensure continuity between paid, earned, and owned efforts.
- › Leverage past learnings to evolve our market approach with a proven media mix.
- › Expand bridge campaign messaging and sponsored content to include a range of skill levels, from the everyday adventurer to the expert explorer.

Travel Nevada plans to ramp up its presence at the following trade shows in FY23:

**Connect Travel Marketplace**  
*Detroit (Aug.)*

**RTO South**  
*Kissimmee, FL (Sept.)*

**National Tour Association**  
*Reno (Nov.)*

**USTOA Conference & Marketplace**  
*Austin (Nov./Dec.)*

**American Bus Association**  
*Detroit (Feb.)*

**IITA Summit**  
*San Diego (Feb.)*

**Connect Marketplace**  
*Minneapolis (Aug.)*

In addition to these national shows, Travel Nevada will team up with RSCVA and LVCVA on domestic sales missions to key markets:

**Texas Mission**  
*Houston, Dallas, Austin*

**Midwest Mission**  
*Chicago, Minneapolis, St. Louis*

**Southeast Mission**  
*Atlanta, Miami, Charlotte*

**West Coast Mission**  
*Huntington Beach, CA*





# INTERNATIONAL MARKET DEVELOPMENT

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Travel Nevada immediately paused or ended contracts with its 10 international representative agencies when the pandemic became a reality. As travel returned, Travel Nevada implemented a phased approach, monitoring recovery data as we built back budgets, borders reopened, and travelers adjusted to new travel protocols.



With optimism on the horizon, Travel Nevada restarted contracts in its top five markets — Canada, Mexico, UK, Germany, and Australia — and began marketing activations, including:

## AUSTRALIA

### Expedia

- › Campaign resulted in 2,265 room nights and 65,000 impressions.

### Mogul

- › Winter focus campaign delivered over 150,000 impressions and 8,500 direct mailers.

### Quantas Travel Insider

- › Generated 40,019 online ad unit impressions, over 135,000 social media reach, and 5,500 landing page views.

## CANADA

### AMA Campaign

- › Generated 763 room nights, 40% of 2019 bookings.

### Air Canada Vacations

- › Generated 1.3 million impressions with 568 room nights, 192 car rental transactions, and 200 bookings on Get Your Guide for tours and attraction tickets.

### Expedia

- › In collaboration with Brand USA, generated 2 million impressions and 1,400 room nights in rural Nevada from Toronto, Vancouver, Edmonton, Calgary, and Montreal.

## GERMANY

### American Unlimited

- › Ran a campaign similar to Cash Cab in the United States. Every time a customer answered a question correctly, they received a voucher toward a Nevada vacation package. Videos were posted to YouTube and received 25,000 views.

## MEXICO (LATAM)

- › Ran a multichannel campaign in conjunction with Brand USA that generated more than 30.5 million impressions and led to more than \$3 million in booked hotel revenue and more than \$1.1 million in total booked flight revenue. Additionally, generated nearly 130 room nights and 315 car rental packages through Mega Travel Mexico and Auto Renta Mexico campaigns.

## UNITED KINGDOM

### Bon Voyage

- › Unexpected Nevada theme generated a total of nearly 6 million impressions with a reach of over 1.5 million. Additionally, its social media channels delivered over 67,000 engagements.





The international team also restarted its sales and media missions in key markets:

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#### **SALES & MEDIA MISSIONS**

**Mexico – Mexico City, Guadalajara**  
**April 2022**

- › Five partners
- › 156 agents were trained at Travel Nevada-branded events
- › PR staff met with top-tier editors, journalists, and influencers
- › Travel Nevada contingent went live on Guadalajara's top morning news show

**Canada – Vancouver, Calgary, Edmonton**  
**June 2022**

- › Five partners
- › 64 meetings with key travel trade
- › 10 deskside visits with top-tier journalists; including a visit with Daily Hive, which generated 24 million earned impressions from 17 articles



## LOOKING AHEAD

- › With the exception of LATAM, all contracts will be engaged in the RFP process.
- › Reset annual Travel Nevada-led mission schedule for Mexico (fall) and Canada (spring).
- › Attend Brand USA's Travel Week in Frankfurt covering European trade and media.
- › Attend Visit USA's Mission in Australia and New Zealand.
- › Attend the International Media Marketplace (IMM) in Australia and Germany.
- › Develop consumer-facing campaigns with recognizable brands, podcasts, outdoor outfitters, and influencers.
- › Work with RNO and LAS on any new airlift support (i.e., training, marketing, FAMs, etc.).







Even with smaller staff and cut budgets, Travel Nevada continued to produce excellent content, recognized for creatively promoting visitation to the state.

**2020 AAF AWARDS**

*(Formerly Addys)*

**Best of show, Overall**  
Airstream campaign

**Print campaign**  
Silver, Brand campaign

**Online**  
Silver, Dirt Road Code blog

**Television**  
Gold, Brand TV spot

**Branded content**  
Gold, Airstream campaign

**Integrated campaign**  
Silver, Freedom campaign

**2020 PRSA**

**Creative tactics**  
Bronze, VR campaign 2021

**2021 US TRAVEL  
MERCURY AWARDS**

**Advocacy and grassroots  
campaign**  
Finalist, Legislative Dashboards

**"The Road Less Traveled"**  
Finalist, Road Trips

**2021 RENO AAF AWARDS**

**Website, design**  
Gold, TravelNevada.com

**Website, content**  
Gold, TravelNevada.com

**Television**  
Silver, Discovery Channel  
collaboration

**Cross platform consumer  
campaign**  
Gold, Discover Your Nevada

**Printed collateral**  
Gold, 2020 Visitor Guide

**2022 AAF AWARDS**

**Branded content &  
entertainment**  
Gold, Roaming Gnome  
on the Loneliest Road

**Still photography**  
Gold, Stargazing/Mike Okimoto

**Digital creative technology**  
Silver, Road Trips

**2022 PRSA**

**Media relations/outreach**  
Bronze, Custom Nevada  
Road Trip boxes

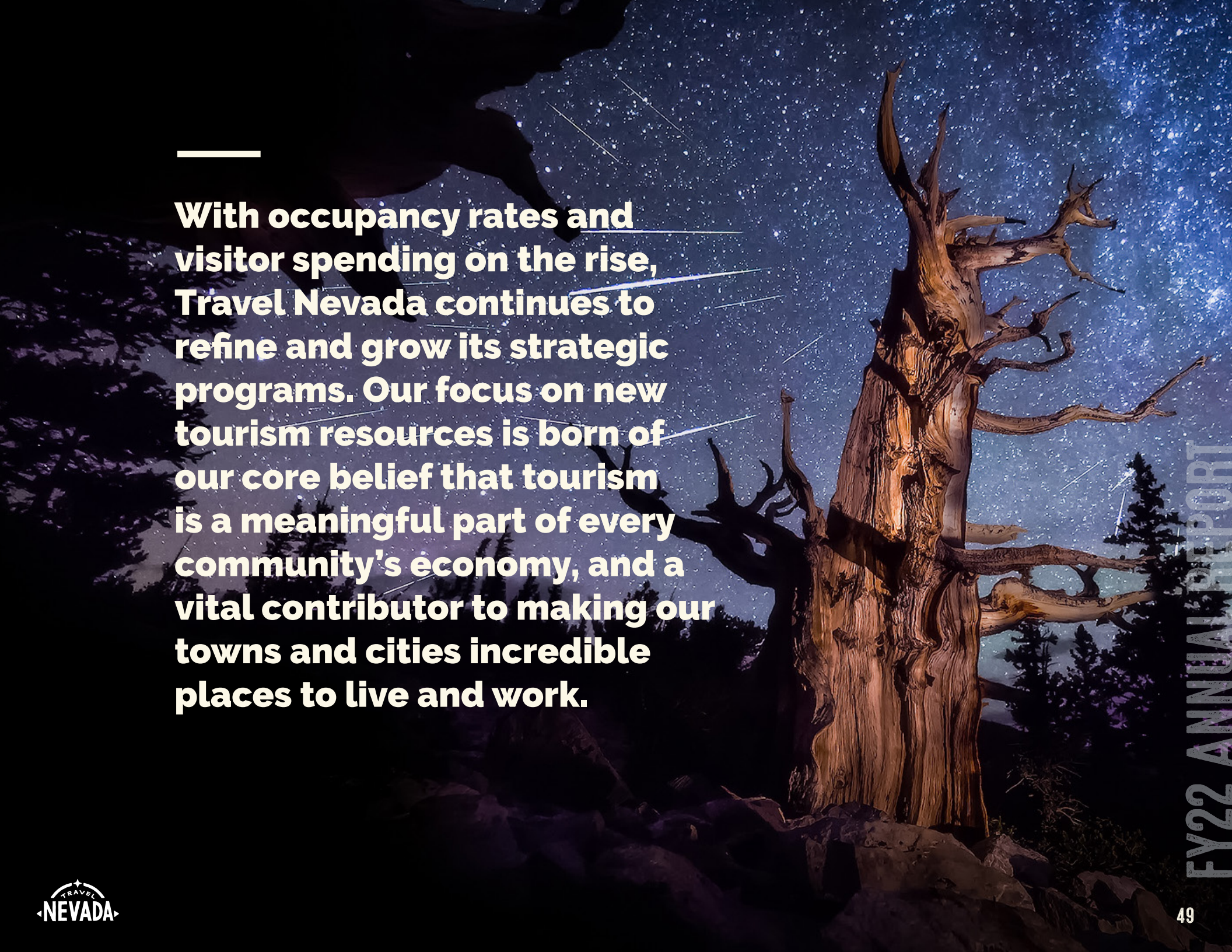
**2022 ACE AWARDS**

**People's choice**  
March Madness Social campaign

**Social media**  
Gold, March Madness

**Public relations**  
Custom Nevada Road Trip boxes





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**With occupancy rates and visitor spending on the rise, Travel Nevada continues to refine and grow its strategic programs. Our focus on new tourism resources is born of our core belief that tourism is a meaningful part of every community's economy, and a vital contributor to making our towns and cities incredible places to live and work.**



