

TRAVEL
NEVADA

ANNUAL REPORT



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Since being elected Nevada's 37th lieutenant governor and assuming my role as chair of the Nevada Commission on Tourism, I have been dedicated to helping Travel Nevada carry out their vision to enhance the quality of life for all Nevadans through tourism.

Nevada has a great story to tell, and that story is often shared through travel. Upon being elected lieutenant governor, I made it my goal to travel each of Travel Nevada's 10 road trip itineraries to meet tourism industry partners and see firsthand the economic benefits tourism brings to our communities.

Looking ahead through FY24, I will continue to champion Travel Nevada's initiatives and be an ambassador for the agency by engaging with residents about in-state travel, building partnerships, and reinforcing a sense of pride within Nevada communities.



STAVROS ANTHONY

Nevada's 37th Lieutenant Governor and Chair, Nevada Commission on Tourism

For the Nevada Division of Tourism (Travel Nevada), FY23 was a story of laying the foundation for the future growth of the industry through partner collaboration, continued advancement of Nevada’s tourism industry, and departmental restructuring.

No longer feeling major impacts from the COVID-19 pandemic, in FY23, Travel Nevada began expanding our team and growing our presence around the state, opening additional offices in southern and northern Nevada.

Travel Nevada kicked off the 82nd Legislative Session with Tourism Day, where industry partners were able to connect with elected officials to spread the message of *Tourism Means More in Nevada*. During the session, the Department of Tourism and Cultural Affairs (DTCA) put forth Senate Bill 477 to restructure the department. The bill passed unanimously in June 2023, resulting in the merging of Travel Nevada and Nevada Magazine & Visitor Guide as one entity. In addition to the legislative advances made statewide, Travel Nevada was also recognized on the


federal level, with the awarding of a competitive EDA grant to build two Adventure Centers that will support the state’s outdoor recreation economy.

As our team and presence grew, so did our connections with tourism partners. Travel Nevada launched the next phase of our Destination Development Demonstration, otherwise known as 3D. This program brings together Travel Nevada’s marketing grant program with long-term tourism assets that assist local communities in creating viable tourism opportunities through destination development. An in-depth look at the 3D program is included in this report, and we feel strongly that the strength of the program will reverberate in the industry for years to come, transforming Nevada’s tourism economy.

As Travel Nevada enters FY24, we continue to focus on our vision: to provide a vibrant quality of life for all Nevadans. We will accomplish this through the promotion of our cultural experiences, outdoor recreation, and uncharted experiences, where the heart of the Silver State truly lies.



BRENDA SCOLARI
Director, Department of Tourism and Cultural Affairs



STRATEGIC PROGRAMS

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.

MISSION

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

VISION

Enhance the quality of life for all Nevadans.

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



Travel Nevada seeks to change perceptions surrounding the state of Nevada—to show there is more to the Silver State than just Las Vegas and Reno by sharing the heart of Nevada, and its uncommon character(s), with the world. To do this, we aim to continually align campaigns and programs to reinforce and inspire what distinguishes Nevada as a competitive travel destination.



Travel Nevada came out of the pandemic strong, implementing a new strategy in spring 2022 that aligned the destination with its audiences' post-pandemic values and that featured a thoughtful market mix to position the destination for growth.

According to Travel Nevada's Integrated Marketing Effectiveness (IME) study, this strategy resulted in more visits and increased visitor spend; those who were exposed to Travel Nevada integrated marketing communications:


\$1,850
vs **\$1,491**

> Spent **\$1,850 per household** in destination, **\$359 more** than those not exposed to Travel Nevada integrated marketing communications



> Visited **more often (2.8 times)** than those not exposed to any marketing (2.2 times)

Building on that success, Travel Nevada's FY23 focus remained on getting visitors to spend more and stay longer by optimizing the FY22 strategy in three key ways:

- 1 Strengthening its reputation and position in its new markets of Chicago, Portland, and Seattle
- 2 Dialing in on and appealing to audience skill levels
- 3 Evolving the brand's messaging and creative to improve destination perception in line with audience values

The first two optimizations were addressed through strategic paid media tactics and content, which are further described in the Domestic Market Development section of this report. The final optimization—evolving the brand—was the critical next step in positioning Travel Nevada for success in the new post-pandemic environment where travelers' values and priorities had changed.

The process began with an extensive audit of Travel Nevada's historical brand developments over the past decade, followed by internal stakeholder workshops and interviews—critical baselines from which the new brand would evolve. With a starting point established, the team began a comprehensive brand research effort, encompassing both quantitative and qualitative methods to profile the perceptions, sentiments, motivations, and behaviors of Nevada's visitors as well as better understand the competitive landscape and Travel Nevada's market position within it.

Key insights emerged from the research effort that were pivotal to the brand evolution:

- › Nevada’s abundant public lands, covering over 60 million acres, were identified as a unique, ownable, and differentiating asset.
- › Nevada’s desert, a trait previously downplayed, was to be embraced as an opportunity to highlight the state’s distinct awe-inspiring natural environment and the role that environment plays in Nevada’s recreational and leisure offerings.
- › Visitors primarily associate Nevada with a sense of excitement, a salient differentiator over neighboring states positioning themselves primarily around a sense of ruggedness. In utilizing the quality of excitement, Nevada owns a distinct lens to showcase the Silver State’s inherent qualities and tell more memorable brand stories.
- › Pairing outdoor recreation with other experiences is crucial. Nevada’s diverse attractions, beyond just outdoor activities, create a compelling proposition for visitors, and the state’s wide variety of recreational and leisure offerings is a key attribute in the minds of visitors. These elements, along with a focus on awe, adventure, and natural beauty, were identified as emotionally motivating factors for the target audience.
- › Nevada’s pioneering spirit and the trait of “doing” appeal to visitors with a sense of curiosity and adventure—Nevada’s core target audience.



Taking into account the need for the new brand to resonate effectively with both local residents and visitors while also setting the state apart from its competitors in the Western U.S., these insights informed the development of a distinctive brand position for Travel Nevada:

Nevada, both literally and figuratively, is a little out there and—being a little out there—requires a curious spirit and sense of adventure to experience and appreciate.

From this brand position, Travel Nevada developed a new brand line and campaign encouraging visitors to embrace and explore the heart of the state—to adventure and try something new, to meet someone interesting and to discover something strange, to feel intrigued and to feel alive and to be left forever better for it.

**GET
A LITTLE
OUT THERE.**

This new brand direction was approved by the Nevada Commission on Tourism in June 2023 and is rolling out throughout FY24.



BRAND MANTRA

Go on, get a little out there.
 Into the big heart of Nevada.
 Beyond the neon glow, where the stars sparkle
 and the desert goes and goes.
 A place the wild things call home and the
 wild-hearted roam.
 March to your own offbeat rhythm.
 Or walk or bike or hike or meander or wander.
 There's always something new over yonder.
 A place where you can be you.
 Or explore a new side of you.
 And do the things you never thought you'd do.
 Change your POV. Drive a UTV. Tell reality, "BRB."
 Ghost sightings? Who knows. Maybe.
 Find unexplained art, have a Picon Punch
 to fill your heart.
 See the sunset from a hidden spring.
 Dance in the desert, listen to birds sing.
 Find the unexpected, the uncommon
 and all the things in between.
 Here, you'll find anything and everything.
 Go on, get out of your routine, out of your comfort
 zone and out of your box.
 Strap on your boots, maybe some scoots,
 or just wear your flip flops.
 Discover the unknown and uncover the curious.
 Only the heart of Nevada can give you this.
 So go on, get a little out there.

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.



FY23 represented a tremendous step forward for Travel Nevada’s destination development program, the Destination Development Demonstration (3D) Project. Prior to the start of the fiscal year, Travel Nevada contracted with the consulting firm Better Destinations to advise on Travel Nevada’s destination development efforts.

The team began to solidify planning efforts around the program in Q1 with the recruitment of the Destination Development Working Group. The group was comprised of representatives from the Governor’s Office of Economic Development, the University Center for Economic Development, the Bureau of Land Management, the Nevada Division of Outdoor Recreation, and the Nevada Arts Council. With input from the consulting team, the working group and Travel Nevada staff developed a program framework and set application and selection criteria for the first round of the program. Travel Nevada staff then embarked on a nine-city statewide road trip to introduce the program to stakeholders.

In Q2, the first round 3D Project application process opened and 16 destinations across the state applied for six available slots. After a careful selection process, the team selected White Pine County, Lincoln County, Friends of Black Rock High Rock, Boulder City, the Carson City/Virginia City/Carson Valley Cultural Corridor, and Nevada’s Indian Territory as awardees, and then split them into two cohorts.

Cohort 1—White Pine County, Lincoln County, and Friends of Black Rock—began the eight-month consulting phase of their projects in the third quarter of FY23. Project leads completed their asset inventories and recruited local steering committee members in January, followed by on-site visits from the consulting team and Travel Nevada staff in March. These on-site visits were designed for consultants to experience each destination and offered an opportunity to conduct in-person steering committee meetings and community listening sessions to gather feedback and ideas.

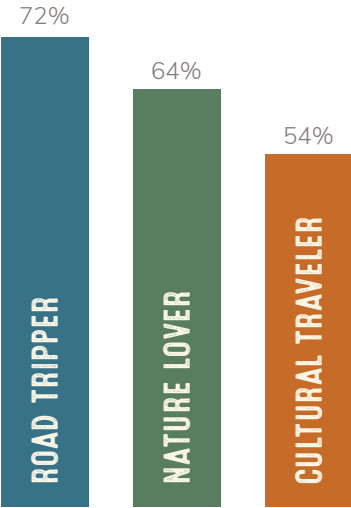
“It’s my hope that an outcome of the 3D Project is a more vibrant community that entices visitors to stay a while longer, perhaps an overnight adventure.”

– Steering committee member



The year wrapped up with additional steering committee meetings in each location, coupled with additional research and data analysis to gather information in support of each destination’s 10-year plan. One important information-gathering effort was a survey that was developed specifically for the 3D Project. This survey was distributed to Travel Nevada’s subscriber database to assess visitor sentiment around rural Nevada and around the 3D locations specifically. Visitors expressed strong support for the concepts presented for each 3D Project. The survey results also provided valuable insights for rural Nevada tourism destinations around visitor personas, lodging preferences, and stewardship.

In an online survey of engaged Travel Nevada followers, large numbers of respondents described themselves as a Road Tripper (72%), Nature Lover (64%), or Cultural Traveler (54%). All six 3D destinations have strong potential to attract these travelers.



LOOKING AHEAD

- › Cohort 1 destinations will have their final on-site visits with the consultants and Travel Nevada staff in July 2023. Structured similarly to the March on-sites, these visits will once again feature familiarization tours in the destination, coupled with steering committee and community meetings to present draft plans and gather feedback on the project direction.
- › Cohort 1 will finalize their 10-year destination plans in the first quarter of FY24. The Cohort 2 awardees—Nevada’s Indian Territory, Boulder City, and the Cultural Corridor—will begin the eight-month planning phase of their respective projects.
- › Travel Nevada has secured future funding of Destination Development past FY25.



VISITOR EXPERIENCE



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 programs. As the organization aims to lengthen stays and increase visitor spending, the teams seeks to ensure the state's 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, Travel Nevada encourages communities 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.

While online training programs for trade professionals launched in FY23, staff began to develop a similar course for in-state hospitality staff. The Battle Born Insiders online modules will introduce visitor-facing personnel to information about activities throughout the state, with a goal to increase engagement with visitors and complement their Nevada trip.

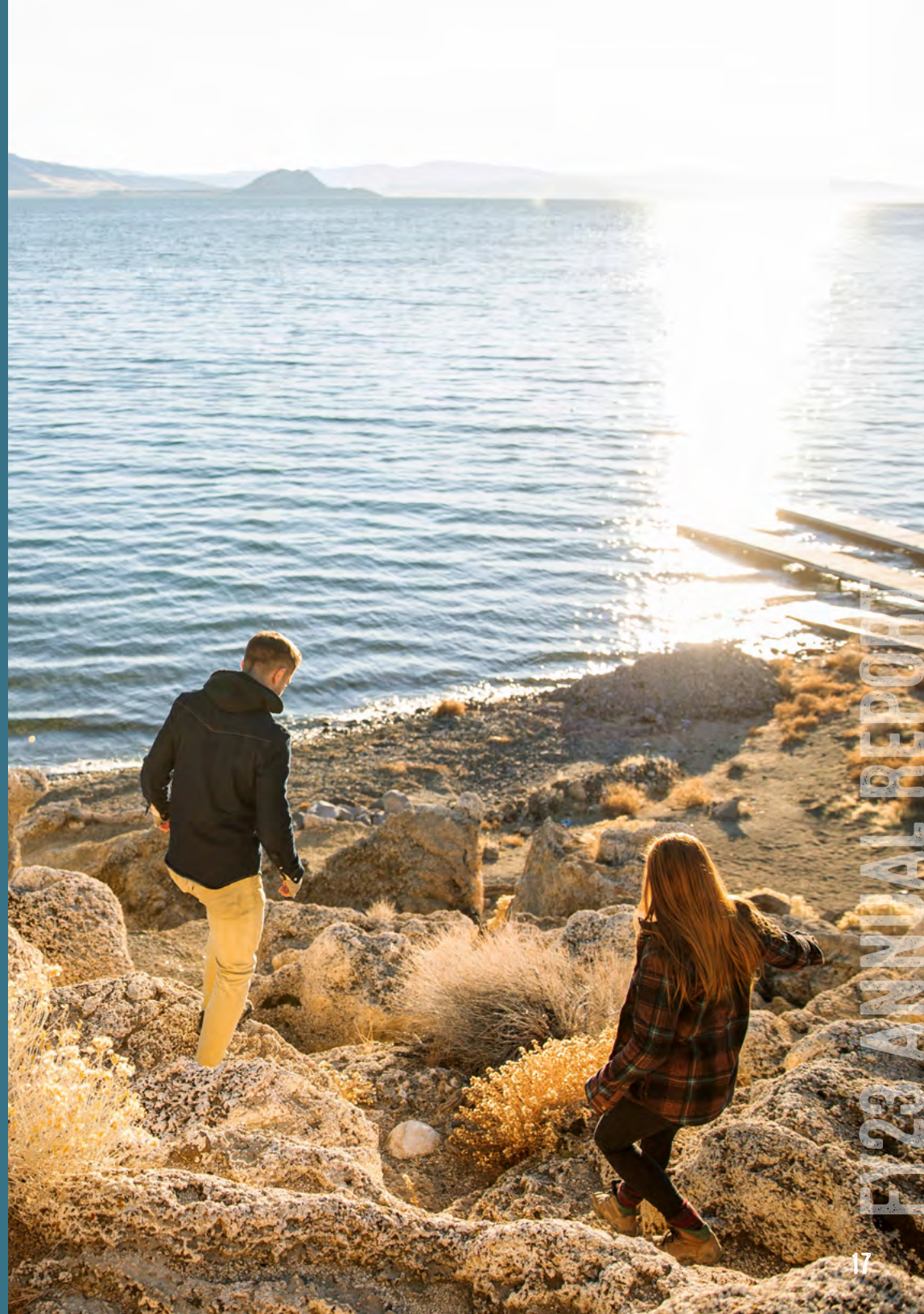
Tourism is one of Nevada's top industries, with more than 50 million visiting the Silver State in 2022.

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

- › The Travel Nevada staff will complete “About Nevada” modules for the Battle Born Insiders program, building incentive programs to increase participation with frontline hospitality staff.
- › The team will launch the program in a phased approach, working up to more involved communities.
- › The team will create a module about how to create a warm Nevada welcome for guests.
- › Future chapters will focus on international guests and how to curate culturally diverse and inclusive welcomes, products, and experiences.





INDUSTRY RELATIONS

After the hardships experienced during the height of the COVID-19 pandemic, Travel Nevada sought to continue the heightened and enhanced communications it developed with its partners. These partner relationships, collaborations, and strategies were crucial to Travel Nevada's successes in FY23.

FY23 brought the resumption of many territory in-person meetings, while more frequent online collaboration meetings continued to connect partners across the state. The Travel Nevada team hit the road for a number of events, including 3D kickoff and planning strategy sessions, and joined partners at industry conferences such as Main Street Now with the

Governor's Office of Economic Development, Main Street Gardnerville, Mineral County, White Pine County, Boulder City Chamber of Commerce, Tonopah Main Street, and Esmerelda County. Additional highlights are described below.

**TOURISM DAY
FEBRUARY 13, 2023**

Travel Nevada celebrated Tourism Day in the Legislature by “taking over” the Capitol. Partners were invited to showcase their destinations and to celebrate how [Tourism Means More](#) in Nevada.

Partners connected with lawmakers during a breakfast reception, then attended both the Senate and Assembly floor sessions and heard a reading of the Governor’s Tourism Day Proclamation. Following the morning activities, each of Travel Nevada’s tourism partners had tables on the second and third floors showcasing their destinations and territories. Attendees also posed in the Nevada road trip-themed photo booth throughout the day.



**RURAL ROUNDUP
APRIL 11–13, 2023**

Spring 2023 brought the return of a live Rural Roundup. Two hundred partners, including Lt. Governor Stavros Anthony and several members of the Nevada Commission on Tourism, attended the conference. Attendees were treated to a full slate of welcome events courtesy of the City of Mesquite and Las Vegas Convention and Visitors Authority, along with a full schedule of presentations geared toward helping rural Nevada destinations tell their stories. Travel Nevada staff and partners also experienced a FAM tour en route to Mesquite and back. Each territory presented the Annual Excellence in Tourism awards, along with the Larry J. Friedman Industry Partner of the Year.



**NATIONAL TRAVEL AND
TOURISM WEEK
MAY 7–13, 2023**

Travel Nevada celebrated 40 years of National Travel and Tourism Week (NTTW) with Nevada’s legislators. Tourism caucus leaders Senator Pazina and Assemblyman Watts kicked off the week by reading [Governor Lombardo’s proclamation](#) declaring May 7–13 as “Travel and Tourism Week Nevada.”

Each legislator received a postcard with a QR code to our [Tourism Means More](#) website, a copy of the latest Nevada Magazine, and a road trip guide to encourage them to discover their Nevada.



**WESTO
MAY 8-9, 2023**

Travel Nevada welcomed western state tourism authorities to the WESTO conference in Stateline, Nevada. This annual conference focused on resilience for destinations while highlighting many of the shared issues and collaborations of the nine states in attendance.

Attendees had the opportunity to discuss a range of current issues in tourism, including destination development, marketing, resident sentiment, public relations, and partnerships.





LEGISLATIVE SESSION OUTCOME

The Department of Tourism and Cultural Affairs (DTCA) put forth a bill that would restructure the Division of Tourism (Travel Nevada), bringing together Travel Nevada and Nevada Magazine under one umbrella. The bill also proposed creating a new deputy director position for Travel Nevada, which would allow each agency in the department to have dedicated leadership. [Senate Bill 477](#) passed with constitutional majority on June 4, 2023. With these integrated changes, the deputy director will apply a greater focus on each team within Travel Nevada, helping amplify the organization's mission to effectively promote tourism to enhance the state's economic vitality.

RURAL MARKETING GRANTS

Rural Marketing Grants help rural communities position themselves as tourist destinations through a variety of marketing projects including paid advertising, promotion of signature events, travel trade and consumer shows, tourism community assessments, and visual asset production.

Process Improvements

After performing a multi-year audit on the grant program, Travel Nevada introduced a new platform for grant applications, providing a more seamless application process for partners as well as more flexible reporting and tracking features. Additionally, Travel Nevada further refined the evaluation rubric and implemented a cross-departmental evaluation process.

Partner Communications

Prior to opening FY23 Cycle 2 Rural Marketing Grant applications, Travel Nevada held a series of webinars for partners to better understand

the platform and process updates as well as to hear about ways to enhance their applications and about co-operative opportunities available to them. At Rural Roundup, media partners who offered co-op and grant-eligible marketing products were available in person for further questions ahead of the application deadline.

Funding

In FY23, \$1.5 million was available for Rural Marketing Grants. Cycle 1 saw \$1.8 million in requests, with the total available \$760,000 awarded across 37 organizations. Cycle 2 saw \$824,000 in requests and \$671,000 awarded across 20 organizations. Travel Nevada reinvested the remaining amount available from Rural Marketing Grants and the entirety of Projects Related to Tourism Grant funding into strategic planning for Nevada's territory organizations.

LOOKING AHEAD

- ▶ Travel Nevada will implement a one-year grant cycle for FY24, distributing \$1.5 million in funds to various organizations involved in rural marketing.
- ▶ Rural Marketing Grant recipients will participate in a mid-year check-in with Travel Nevada staff to ensure effective communication and assess if any reallocation of funds is necessary.
- ▶ Grant guidelines will undergo continued revisions to streamline the application and evaluation process, ultimately enhancing the impact of these grants on rural marketing efforts.
- ▶ Nevada's six territories will complete a fully funded strategic plan process with the goal of having a guide for future marketing efforts and succession plans.
- ▶ Rural Roundup will be held in Lake Tahoe, April 10–12, 2024.



DISCOVER YOUR NEVADA

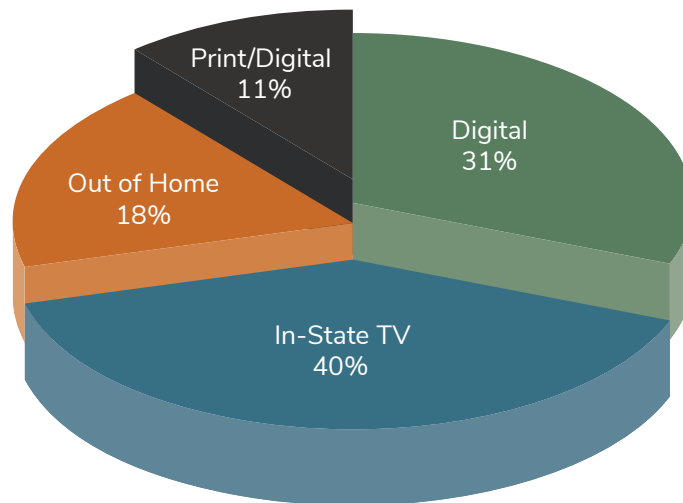
A person wearing a cowboy hat and riding a dark horse is leading a pack train on a rocky, sun-drenched trail. The pack train includes a mule and a horse, both carrying gear. The scene is set in a rugged, natural environment with large rocks and sparse vegetation. The sun is high in the sky, creating a bright, warm atmosphere.

Travel Nevada developed the Discover Your Nevada (DYN) campaign to inspire in-state residents to venture out of their major metros and explore the rural areas of the Silver State.

By igniting Nevadans' sense of wanderlust and state pride, the team aimed to increase in-state travel, positively shift Nevadans' perceptions of their own state, and make Nevadans ambassadors to support the organization's overarching mission.

TACTICS

The team used a mix of traditional and digital media tactics to generate awareness and encourage Nevadans to get out and “Discover Your Nevada.” Through TV spots, out-of-home placements, print ads, and digital placements, Nevadans engaged with a variety of campaign content throughout their daily lives. Through close monitoring of each tactic, performance was strong across the board.



PRINT/DIGITAL NEWS SITES

The team used long-form content to tell the story of places and activities that many Nevadans may be unaware existed within their home state. Strategic partnerships to accomplish this included:

- › RGJ.com, Reno Gazette Journal: Article reads totaled 14,418 with 571 engagements
- › ThisIsReno.com: 350,000 page views per month, 11,000 newsletter subscribers
- › LVRJ.com, Las Vegas Review-Journal: 1,086,158 impressions, 641 engagements
- › Greenspun Media: 527,538 impressions, 132 engagements
- › TheNevadaIndependent.com: 68,116 email opens, 2,135 ad engagements

PAID DIGITAL

The paid digital strategy focused on in-state audiences who were already in an adventure mindset but needed a bit of inspiration to book a trip to explore outside of their area. Tactical approaches to this included:

- › **Targeting in-state residents actively seeking things to do and see on TripAdvisor.** Research showed a sizable audience is looking for activities within driving distance and is open to in-state options.
- › **Promoting select attractions by leveraging Locala Dynamic Catchment Area (DCA) targeting** to residents living within zip codes and neighborhoods that frequent those attractions, matching the target audience from a psychographic and demographic standpoint.

- › **Partnering with local lifestyle influencers** to showcase the destinations to new audiences in an authentic manner.
- › **Using Reveal Mobile geofence software** to download the mobile device IDs of residents who visited other in-state attractions within a similar category during the past 12 months and advertising to them programmatically through Locala and within Facebook and Instagram.
- › **Promoting in-state attractions within Facebook and Instagram** to residents with a known interest in specific activities (e.g., hiking, outdoor activities, museums) as well as first-party audiences from the geofence list.

LINEAR TV

For linear TV advertisements—ads delivered during the commercial breaks of traditional TV programming—the team created and ran an ad that emphasized the reasons to get out and explore Nevada. The ad ran 536 times across broadcast and cable in Las Vegas for an estimated 3,586,000 impressions, and 397 times in Reno for an estimated 3,331,000 impressions.

CONNECTED TV

For connected TV advertisements—ads that play before or after streaming content on connected TV devices—the ad achieved 295,660 impressions with 98.3% video completion rate in Las Vegas, and 157,076 impressions with 97.9% video completion rate in Reno. By industry standards, these figures are strong signs of quality engagement from the in-state audience.



PROGRAMMATIC DIGITAL OUT-OF-HOME

Through out-of-home digital placements, the ads lived in a variety of physical spaces where the in-state audience spends time, like bars, grocery stores, gyms, restaurants, and bus shelters. The ads generated 4,719,088 impressions in Las Vegas and 1,282,794 impressions in Reno.

INFLUENCERS

The team leveraged influencers to connect with their loyal audiences. Motorcyclists Daughters of the Road took several road trips around the state, experiencing the Great Basin Highway, The Loneliest Road in America, and the Free-Range Art Highway. They created a [long-form video](#) about their travels and shared two social media posts to promote it, garnering 74,740 views. Hiking, traveling, and lifestyle blogger Jessi Bang (The Rambling Raccoon) drove the Cowboy Corridor, stopping in Goldfield and Fallon. She created 43 social media posts from her trip, which received 2,346 engagements.



LOOKING AHEAD

- › Travel Nevada will host one in-state influencer per quarter to reach in-state audiences with voices they trust.
- › Travel Nevada will look to create trusted brand partnerships with professional and college sports teams based in Nevada.
- › Travel Nevada will launch its new creative campaign, “Get a Little Out There,” across all in-state paid, earned, and owned initiatives.
- › Along with the launch of the new creative campaign, Travel Nevada will begin the transcreation production of “Get a Little Out There” to target our in-state Hispanic audience.
- › Travel Nevada will use the excitement and attention around big in-state initiatives (Super Bowl LVIII, Formula 1 Grand Prix, “Ring of Fire” Annular Eclipse, and Nevada Day) to help introduce the new campaign and saturate our messaging to local audiences, encouraging them to explore their own backyard.



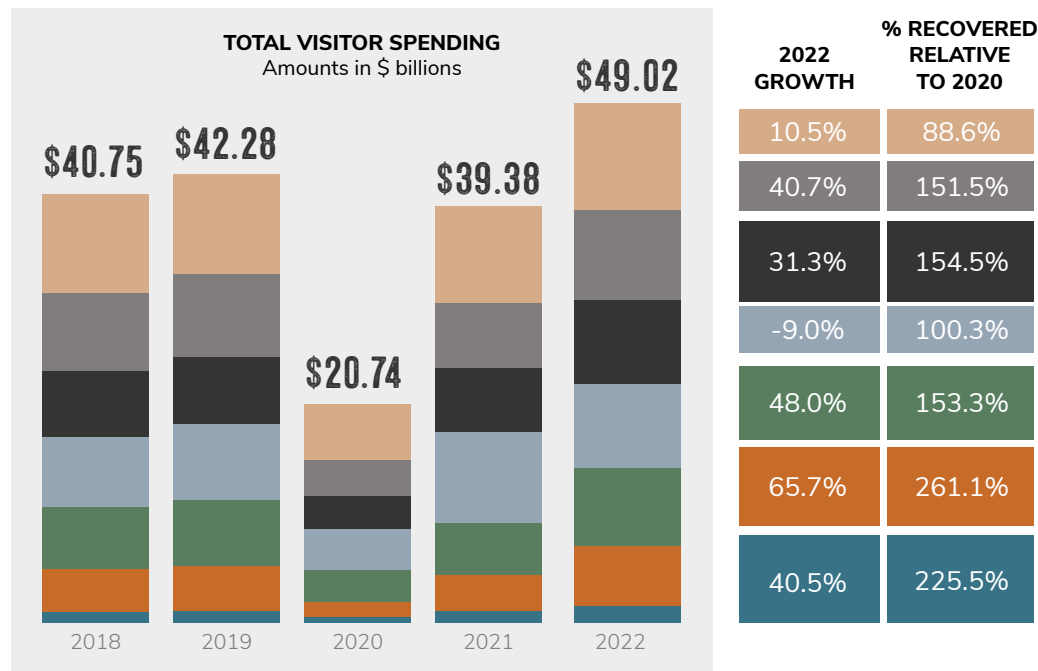
A woman with long brown hair, wearing a white top, is smiling as she hangs a padlock on a metal structure. The structure is covered with many other padlocks of various shapes, sizes, and colors, including heart-shaped ones. The background is a bright, outdoor setting with greenery and a blue sky.

ECONOMIC IMPACT

Tourism Means More in Nevada. The economic impact of the tourism industry has both primary and secondary benefits for all Nevadans.

NEVADA VISITOR SPENDING AND ANNUAL GROWTH

■ Gaming ■ Lodging ■ Transportation ■ Retail ■ Food & Bev ■ Entertainment ■ Outdoor Rec



Visitor activity in 2022 generated

\$638M in direct labor income

a **13.4%** increase from 2021

&

\$986M in total labor income

a **10.3%** increase from 2021

Including indirect and induced impacts.

> The \$49 billion in visitor spending means that more than \$134M was spent every day by visitors in Nevada.

> 412,459 jobs sustained by tourism supports

20% of all jobs in Nevada.



> \$22B in total income generated by tourism is the equivalent of

\$19,000 for every household in Nevada.



> In FY22, state and local taxes generated by tourism tallied \$5.5B, supporting the average salaries of about 95,890 public school teachers—that's enough to fill Allegiant Stadium about 1.5 times!



NEVADA VISITOR VOLUME AND SPENDING, BY MARKET, CALENDAR YEAR 2022

TOTAL DOMESTIC VISITORS
 👤 50.68M ↑ 17.2%
 175.4% recovered relative to 2020

TOTAL INTERNATIONAL VISITORS
 👤 3.27M ↑ 155%
 298% recovered relative to 2020

TOTAL DOMESTIC VISITOR SPENDING
 \$44,630M ↑ 15.5%
 227.7% recovered relative to 2020

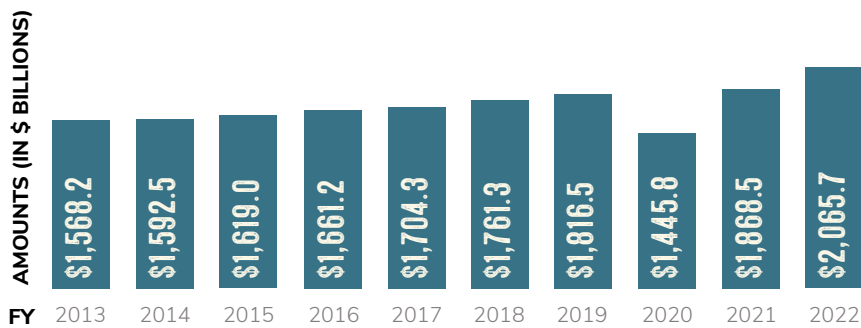
TOTAL INTERNATIONAL VISITOR SPENDING
 \$4,389M ↑ 495.7%
 382.3% recovered relative to 2020

PER VISITOR DOMESTIC SPENDING
 \$947M ↑ 2.5%
 129.7% recovered relative to 2020

PER VISITOR INTERNATIONAL SPENDING
 \$1,230M ↑ 133.6%
 128.3% recovered relative to 2020

RURAL NEVADA VISITOR SPENDING

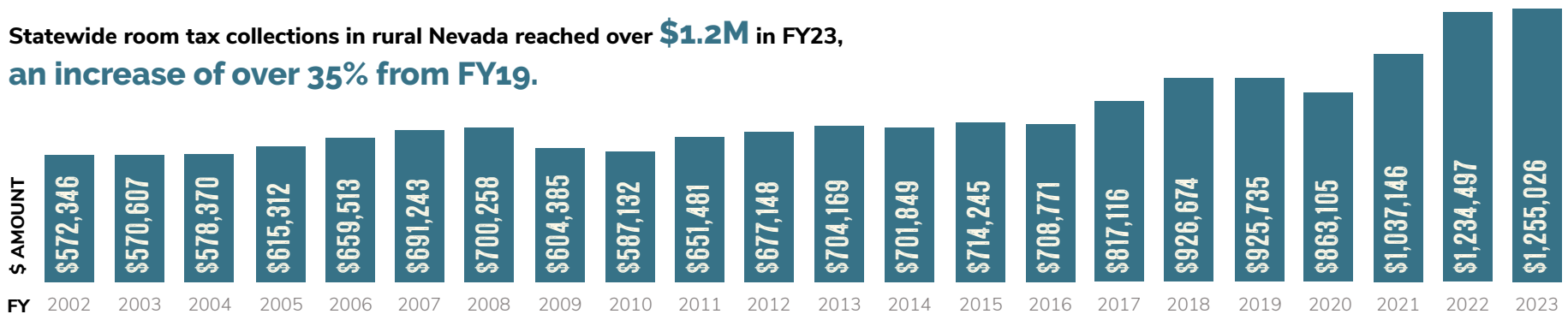
Direct visitor spending in rural Nevada (counties outside of Clark County and Washoe County) exceeded \$2 billion in calendar year 2022. This is an increase of 10.6% from 2021 spending levels, and 13.7% above 2019 (pre-pandemic) spending levels.



Source: Tourism Economics

RURAL ROOM TAX COLLECTIONS

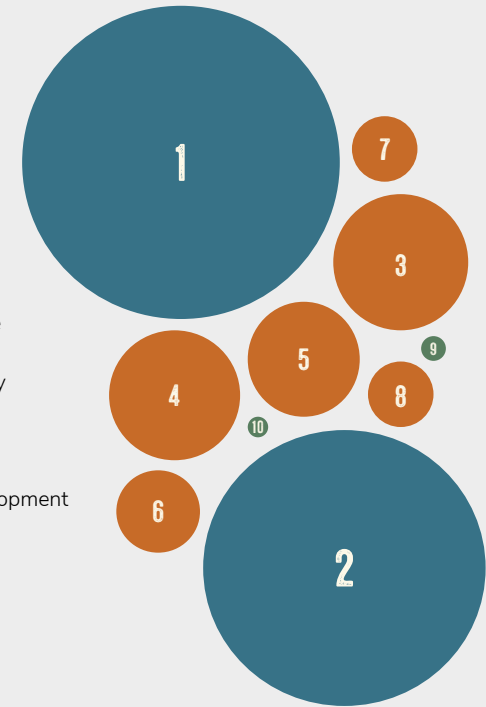
Statewide room tax collections in rural Nevada reached over \$1.2M in FY23, an increase of over 35% from FY19.



HOW LODGING TAX DOLLARS ARE ALLOCATED STATEWIDE

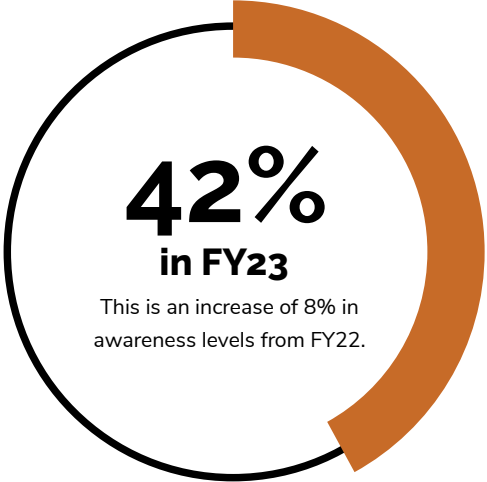
- LARGE SCALE
- MID SCALE
- SMALL SCALE

1. Local Tourism Promotion \$389,390,992.78
2. School Support \$293,794,877.78
3. General Fund \$68,616,863.78
4. Transportation/Infrastructure \$65,005,171.53
5. Las Vegas Stadium Authority \$51,499,938.84
6. State \$26,678,681.86
7. Economic/Community Development \$16,643,123.31
8. Parks and Recreation \$11,688,222.51
9. Miscellaneous \$799,580.91
10. Arts and Culture \$103,376.38

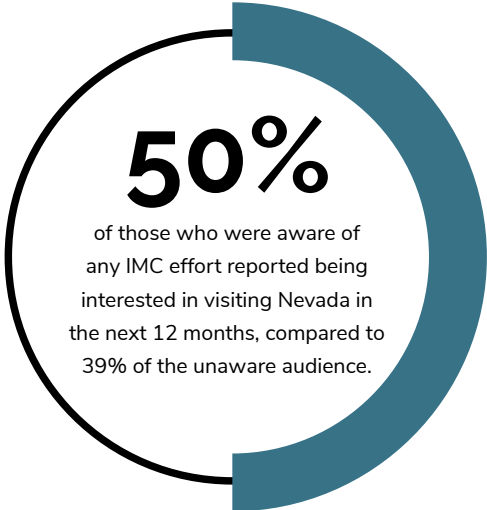


RESULTS FROM TRAVEL NEVADA
FY23 INTEGRATED MARKETING CAMPAIGN

Awareness of
Travel Nevada's
integrated
marketing
campaign (IMC):



Exposure to Travel
Nevada's IMC
boosted intent to
travel among the
target audience:



DOMESTIC MARKET DEVELOPMENT

A man in a blue jacket and a dog are standing on a large, reddish-brown rock formation. The man is looking down at the dog. The background shows a rugged, rocky landscape with a canyon.

Travel Nevada relies on research to strategically identify and grow travel markets within the United States. Efforts are focused on audiences who have the highest propensity to travel to Nevada, with the goal of shifting perceptions and increasing travel to the state.

MARKET MIX

The goal of Travel Nevada’s marketing efforts remained the same in FY23 as in previous years—to attract visitors to spend more and stay longer. FY22 saw great progress on this goal, but the team recognized an opportunity to make an even greater impact on length of stay and travel spend by optimizing the strategic combination of markets, mindset, and messaging.

MARKETS

Target markets were categorized as established, emerging, and new markets, with much of the marketing investment focused on emerging and new in an effort to steadily grow those into established markets in the future. We developed a strategic approach to each category:

Continue to defend our core established markets (Boise, Los Angeles, Phoenix, Sacramento, Salt Lake City, San Diego, and San Francisco):

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

Stake our claim in emerging markets (Dallas and Houston):

Increase our market share where travel intenders have been increasingly raising their hands since the COVID-19 pandemic

Capitalize on disruption in new markets (Chicago, Portland, and Seattle):

Continue momentum in priority markets and build brand perception to the levels of emerging markets





MESSAGING

Creative messages focused on storytelling that moves consumers through the travel journey in a cohesive and compelling way, driving engagement and conversion. Aligned with the pent-up demand for travel and travelers' desires to have life-changing adventure, the team spotlighted transformative experiences at every skill level.

MINDSET

The team realigned audiences based on new travel motivations and dialed in on audience skill levels and demographics, from everyday adventurer to expert explorer.



Cultural Traveler



Outdoor Recreationalist



**Uncharted Experiences
Enthusiast**

PAID MEDIA

Applying that strategic approach to paid media, Travel Nevada's marketing team used an impactful media mix to reach travelers throughout their travel journey—from custom video and content-first partnerships for those dreaming of their next adventure to targeted social and OTA partnerships for those Travel Nevada has inspired to plan and book a trip.

IMMERSIVE DIGITAL

WBD

Travel Nevada had an exciting opportunity to create two custom videos with the Warner Brothers Discovery team. The first video was hosted by [Cowboy Roy](#), a passionate traveler who was thrilled to explore The Loneliest Road. The second was hosted by [Erin Douglas](#), artist and founder of the Black Burner Project; she explored Nevada's Free-Range Art Highway. Performance for WBD successfully accounted for **more than 25,830,500 impressions and 19,292 clicks.**

Hulu

Leveraging existing content, Travel Nevada partnered with Hulu to develop in-stream interactive ads that featured unique experiences that can only be experienced in Nevada. Four activities were featured within the Hulu platform along with the :30 brand video. Hulu tactics contributed to **more than 18,026,440 million impressions and 17,960,872 video completions that led to a video completion rate of 99.6%.**

SiriusXM

Travel Nevada and SiriusXM (SXM) developed unique :30 scripts, each tailored to our three audience segments and then leveraged through relevant themed podcast integration. Performance for SXM delivered **more than 13,713,527 impressions, 57,372 site visits, 114 email sign-ups, and 174 visitor guide registrations.**

Kargo

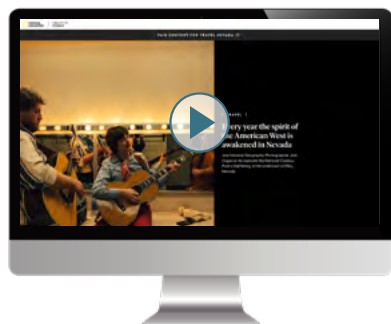
In partnership with Kargo, Travel Nevada leveraged existing content to develop interactive, high-impact banner ads that featured ways in which Nevada—and ONLY Nevada—can provide transformative experiences. Kargo garnered a strong performance to this campaign and delivered **more than 25,103,740 impressions, 164,637 clicks, and a strong click-thru rate of 0.66%.**

CONTENT-FIRST PARTNERSHIPS

National Geographic

This partnership sent a Nat Geo photographer to The National Cowboy Poetry Gathering to capture the culture and traditions of the American West through music, poetry, and storytelling. A [custom article](#) was developed and featured on NationalGeographic.com. Additionally, video content was captured and shared both organically and paid through Facebook, Instagram, and TikTok.

In total, partnership performance included 5,691,497 article views and impressions.



Matador

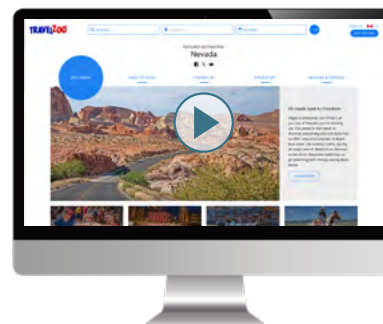
With Matador, the team focused on written content to continue telling their story. The [first article](#) provided readers with a list of the locations throughout Nevada that are perfect for a family trip. The [second article](#) was all about the outdoors, think hunting for extraterrestrial life to a heli-ski trip full of steep chutes and runs.

Matador's social article pieces garnered over 59,215 pageviews and 10,944 social engagements.

TravelZoo

The partnership with TravelZoo was an exciting first for the Travel Nevada team. The team was able to create a [destination showcase](#), an engaging and interactive page within the TZ ecosystem that takes you through beauty underfoot & overhead, ghost towns & rockhounds, out-of-this-world encounters, and culture in remote corners.

Video efforts successfully delivered over 143,121 video plays, and users spent an average of 5:53 minutes on the destination showcase.



Lonely Planet

In collaboration with Lonely Planet, a Nevada-based adventure photographer was paired up with an adventure-seeking traveler duo to experience Nevada's outdoors. Three itinerary-based articles were developed based on [beginner](#), [intermediate](#), and [advanced](#) skill levels, while a long-form video was captured of the travelers in-state experiences. Social content was also developed and focused on specific activities and skill levels.

The entire partnership garnered 4,563,224 article views, 2,492,211 banner impressions, and 981,756 video plays.

Atlas Obscura

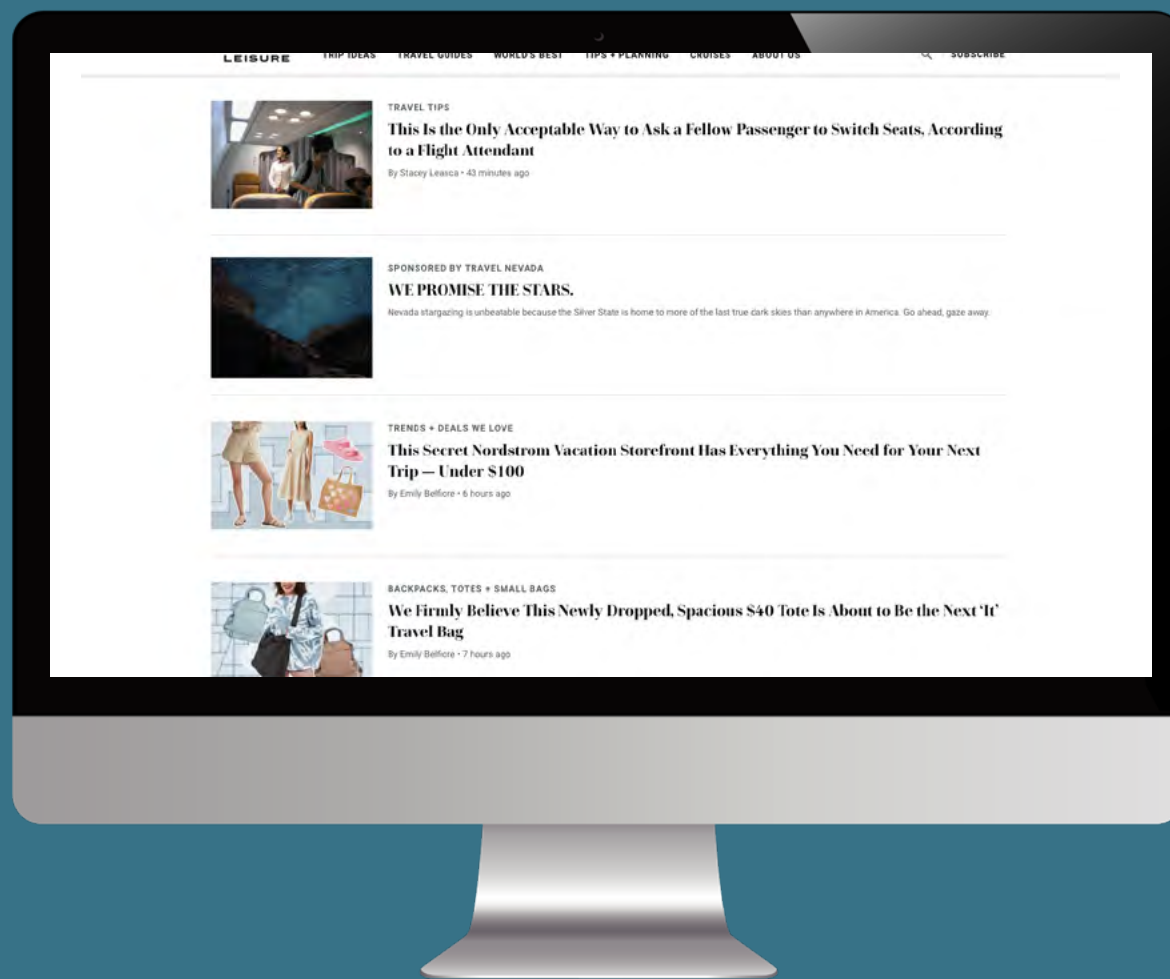
Appealing to the target audiences who prioritize unique and quirky experiences, the team developed the “[Nevada Obscura Hub](#)” homepage to house all the Nevada content on the partner site, a featured podcast on Tonopah Mining Camp, and two custom videos about [Basque culture](#) and [ghostly experiences](#) throughout the state.

These efforts garnered over 28,303,413 million impressions and views and 167,033 clicks.



BIDTELLECT HIGH-IMPACT NATIVE

Travel Nevada leveraged existing creative to develop high-impact native units such as scrollers, cinemographs, and carousels. They leaned into the seasons and our target audiences to feature ways in which Nevada—and ONLY Nevada—can provide transformative experiences.



ALWAYS-ON OTAS

Tripadvisor

Branded Trips

Travel Nevada and Tripadvisor coordinated three road trips in Nevada with content creators. Each creator highlighted the road trip and provided a variety of adventures that would direct potential travelers to learn more and plan a trip to Nevada. The partnership also included native boost units, fluid ads, Tripadvisor connect posts, and banners, and the influencers posted reels and stories to their personal platforms.

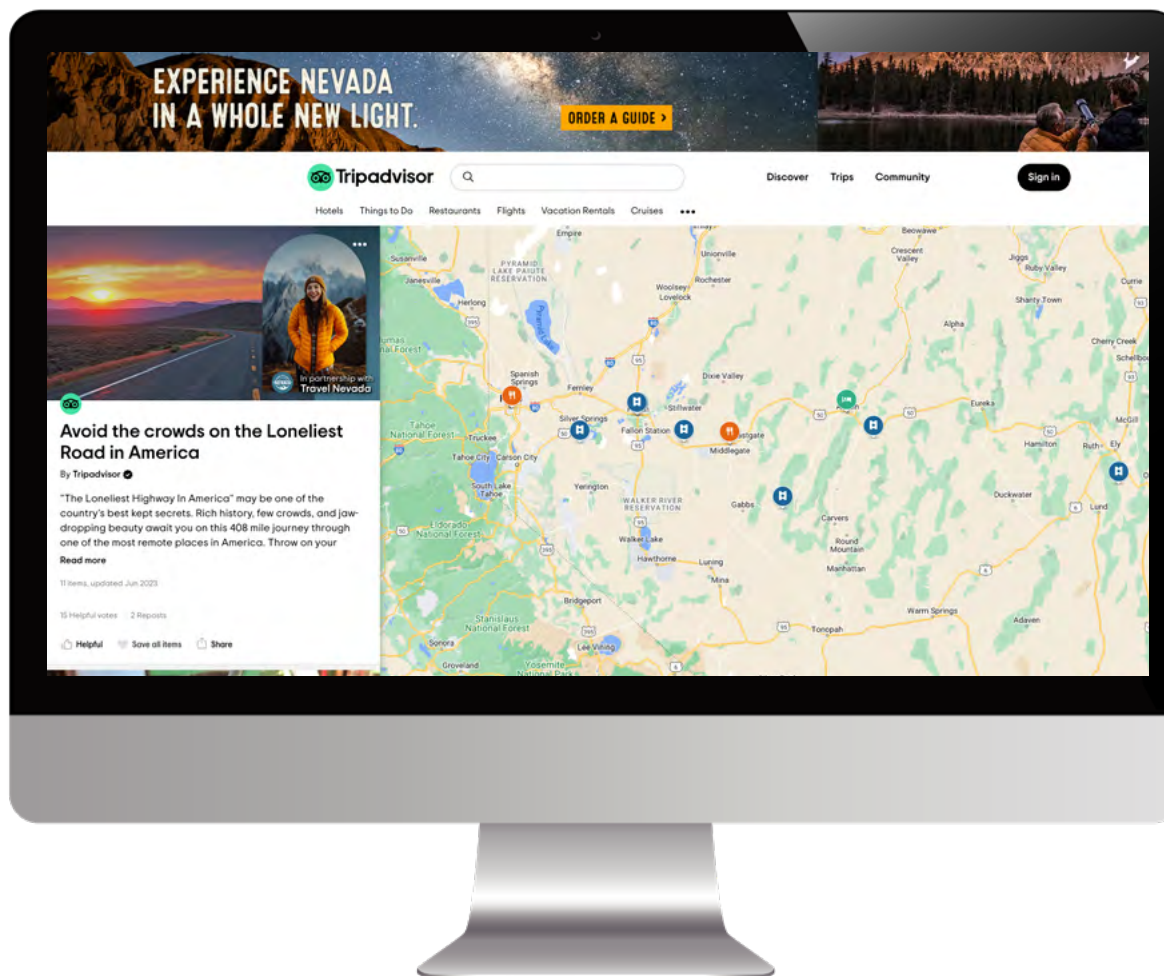
The promotion delivered more than 3.9 million impressions and generated more than 16,700 views of Travel Nevada's branded trips.

View our partner's road trips:

[Tripadvisor @raffinee Branded Trip](#)

[Tripadvisor @HaileyOutside Branded Trip](#)

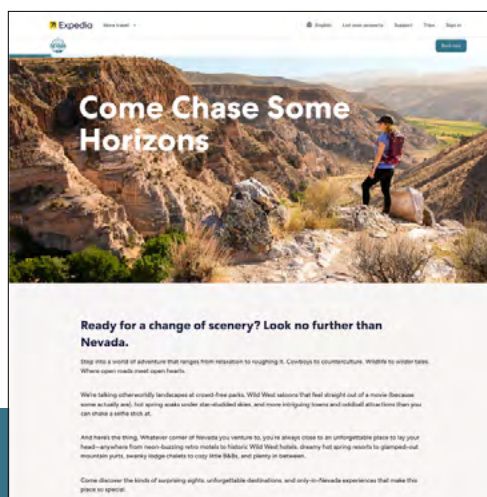
[Tripadvisor @ReneeRoaming Branded Trip](#)



Expedia Group Spotlight Landing Page

The 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 variety of activities and offerings you can explore throughout Nevada from a range of skill levels.

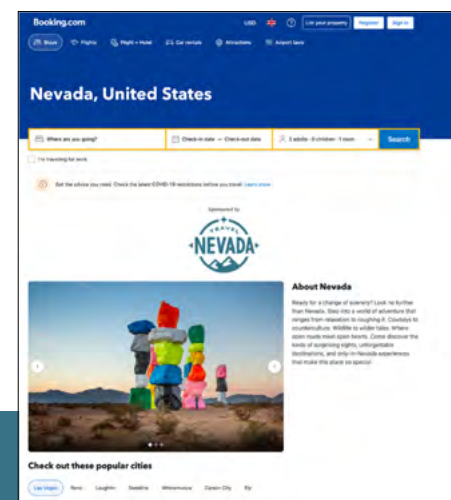
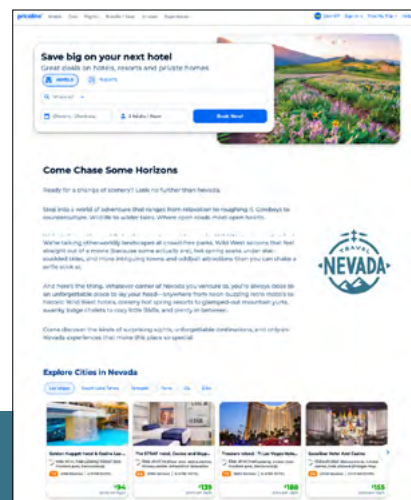
Our Expedia partnerships included more than 21.6 million impressions that delivered over 10,600 clicks.



Priceline/Booking.com Landing Pages

These custom landing pages were created to deliver messaging directly to potential travelers booking with OTAs, helping them choose Nevada. Content was created to highlight the variety of things to see and do in Nevada for people of a wide range of skill levels.

Placements across Priceline and Booking.com generated more than 11.8 million impressions and 5,987 clicks.

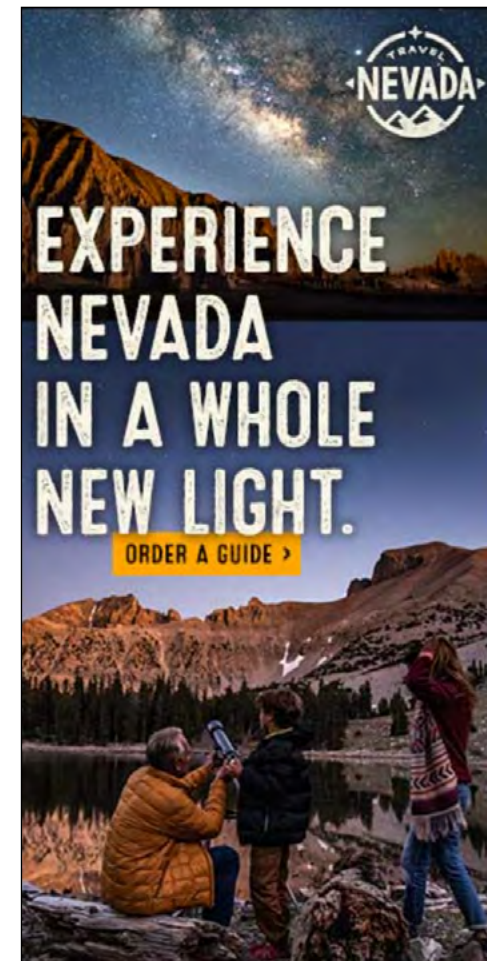
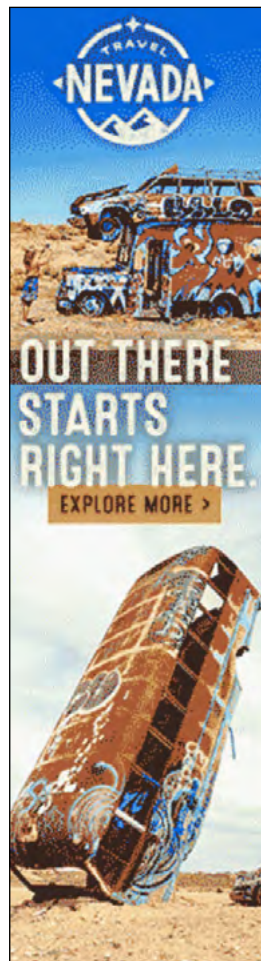


OTA PARTNERSHIPS

Display Banners

The team created display banners to live natively on online travel agencies to deliver messaging directly to potential travelers booking with OTAs, helping them to choose Nevada. The banners were made to show our target audiences that Nevada has a variety of things to see and do for all skill levels, from everyday adventurer to expert explorer.

Tripadvisor, Expedia and Priceline display banner tactics overall contributed to 37,958,855 impressions and 18,793 clicks between the three OTA partners.



EARNED MEDIA

One of Nevada's most ownable characteristics is its personality—it is real, authentic, and *delightfully unexpected*. Travel Nevada's public relations approach for FY23 was to increase awareness of Nevada's experiences nationally and within target markets using strategic tactics and messaging that give a glimpse of Nevada's unique personality.

Aligned with Travel Nevada's brand pillars—uninhibited space, surprising discoveries, and rewarding adventures—the PR team developed a program with always-on outreach and creative spins on foundational tactics like media hostings and events.

MEDIA FAMS

The National Cowboy Poetry Gathering presented an opportunity to bring journalists to Elko for this unique expression of the American West. The Travel Nevada team secured top-tier journalists from AFAR, Lonely Planet, Matador Network, and Western Horseman to attend this event in January.

Custom, targeted outreach to priority media contacts throughout the rest of the year resulted in five additional FAMS with journalists representing Daily Beast, Thrillist, Travel + Leisure, TripSavvy, and Valerie & Valise, a niche outlet that explores travel in the American West. These FAMS were customized to their individual interests and included a dark sky-themed trip and a trip centered around Basque culture in the state.





MEDIA MISSIONS

In March, the PR team headed to Los Angeles—an established market for Travel Nevada, and a media hub with several national and regional media contacts—for the first time since the COVID-19 pandemic. The team hosted 25 journalists and influencers representing outlets including Fodor’s, Forbes, Los Angeles Times, Travel Channel, and Travel + Leisure for an outdoor recreation-themed media event, “Find Something Fascinating,” and held one-on-one meetings with journalists throughout their stay.

In June, the team reached out to journalists in two of Travel Nevada’s new markets, Portland and Seattle, to meet virtually and explore new story angles. The team secured four productive meetings with journalists from Seattle Magazine, Seattle’s Child, and freelancers who work with CNBC, Lonely Planet, National Geographic, and USA Today.

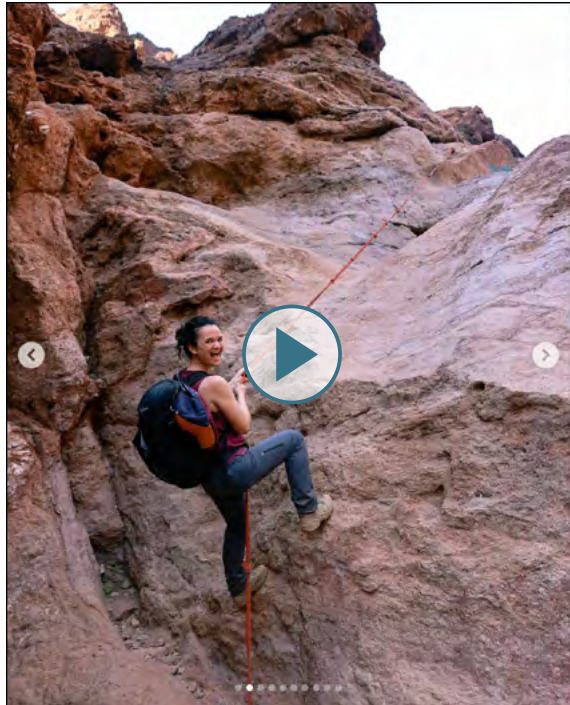
INFLUENCER PARTNERSHIPS

Continuing FY22’s Silver State Reset campaign, which highlighted transformative experiences throughout the state, Travel Nevada brought in three influencers in Q1 for customized itineraries. In Q4, the team brought in seven additional influencers on branded road trips throughout the state, with the goal of showcasing Nevada’s less-documented offerings, promoting key messages, driving relevant web traffic and conversions, and acquiring additional content for owned channels. These influencers included Becky Nesel (@GeoBeckly), who took a geology-driven tour through the state; Kristin Addis (@BeMyTravelMuse), who documented her travels on the Burner Byway; and Alec Sills-Trausch (@alecoutside), who explored the Great Basin Highway. In total, these 10 influencers showcased the Silver State to a combined 825,700 followers.

At the end of FY23, the team had secured more than 1.2 billion media impressions across 37 placements in priority media outlets like Cowboys & Indians, Fodor’s Travel, Forbes, Lonely Planet, Reader’s Digest, The Daily Beast, and USA Today. The team engaged with 36 members of the media via hostings (FAMs), briefings, and event attendance throughout the year.



View the Public Relations FY23 highlight reel.



gwynandami and travelnevada
Las Vegas, Nevada

gwynandami FIVE can't miss southern Nevada hikes!

From slot canyons to epic hot springs, southern Nevada is a hiker's DREAM. Below are FIVE amazing hikes within a short drive of Las Vegas! 📌

SAVE this reel for your next trip to @travelnevada, and TAG a friend you want to bring on a hiking adventure! ❤️

- 🌟 Gold Strike Hot Springs Trail (👣 1-2)
Distance: 6 miles
Elevation gain: 1,466 feet Fees: FREE!
Notes: This hike requires traversing a series of 8 fixed ropes. We recommend good traction, a I comfort with heights, and packing a LOT of water. Note that this trail closes in summer months.
- 🌟 Guardian Angel Pass, Red Rock Canyon (👣 3-4)
Distance: 3.3 miles
Elevation gain: 672 feet
Fees: \$22 timed entry ticket (\$2 for America the Beautiful pass holders)

Liked by phognabologna and 1,241 others
7 DAYS AGO

Add a comment... Post

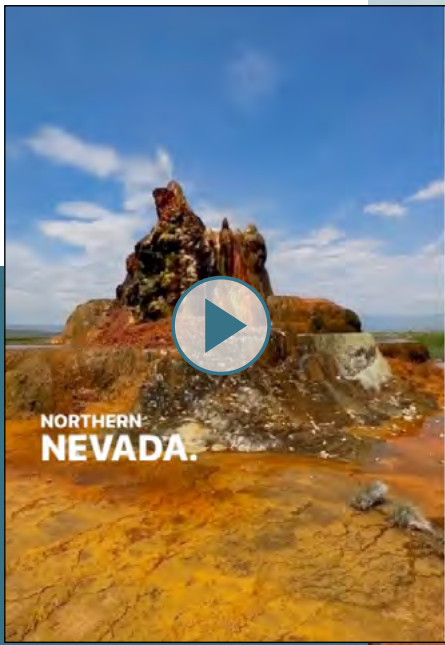
thrillist
TRAVEL • FOOD

Eat Your Way Through European Basque Country in... Nevada?

The Spanish/French towns near Reno uphold family-style meals, Wild West speakeasies, and knee-slapping accordion music.

By Rob Kuchelins
Published on 12/28/2022 at 10:27 AM

Photo by Rob Kuchelins



bemytravelmuse and travelnevada
Paid partnership with travelnevada
Benny Goodman • Stompin' at the Savoy

bemytravelmuse How to visit 📌

The Fly Ranch Geyser is located in northern Nevada about 2.5 hours north of Reno in the Black Rock Desert.

It's on land owned and managed by the Burning Man Foundation and you can take a guided nature walk on weekends this summer (sign up online first!).

You'll also be near the Burning Man playa, Planet X Pottery, and if you have the vehicle for it, lots of desert adventures down remote dirt and gravel roads. I'll be sharing more of these adventures this week!

@travelnevada #nevada #desertlife #solofemaletraveler #burningman #flygeyser
22w

travelnevada Such a wild and cool spot! 🤩
22w 1 like Reply
View replies (1)

sharise_jean Who did you contact directly to get a tour?
22w Reply
View replies (2)

INDUSTRY AND TRADE

With industry efforts and trade shows back in full swing in FY23, Travel Nevada ramped up its presence and teamed up with partners including the Las Vegas Convention and Visitors Authority and Reno-Sparks Convention and Visitors Authority on domestic missions to key markets. The objectives of these efforts were to re-engage face-to-face with active domestic & receptive travel companies, rebuild agency database, present new products, and gauge pulse of domestic and inbound visitors.

In total, the team attended 10 shows and sales missions:

CONNECT MARKETPLACE

August 8–11, 2022
Detroit, MI

CONNECT RTO SUMMIT

September 13–14, 2022
Kissimmee, FL

TEXAS SALES MISSION

October 2–7, 2022
Dallas, Houston, and Austin, TX

NTA SUMMIT AND FAM TOUR

November 13–16, 2022
Reno, NV

INTERNATIONAL INBOUND TRAVEL ASSOCIATION (IITA) SUMMIT

February 12–15, 2023
San Diego, CA

GO WEST CONFERENCE*

February 25–March 2, 2023
Anchorage, AK

SOUTHEAST JOINT SALES MISSION

March 6–10, 2023
Miami, FL; Atlanta, GA; and Charlotte, NC

SOUTHERN CALIFORNIA JOINT SALES MISSION

March 22, 2023

ACCENT WEST

May 10–12, 2023
Laughlin, NV

MIDWEST JOINT SALES MISSION

June 4–9, 2023
Chicago, IL; Minneapolis, MN; and St Louis, MO



*The Travel Nevada team had to cancel attendance due to weather conditions, but other partners represented the state.

AWARDS

Travel Nevada's marketing initiatives were award winning, putting a well-deserved spotlight on several integrated marketing programs.

2023 AAF Awards

INTEGRATED CONSUMER CAMPAIGN – REGIONAL/NATIONAL

Gold, Silver State Reset

ILLUSTRATION

Silver, Nevada Wildlife

ONLINE/INTERACTIVE

Silver, Travel Nevada x Culture Trip

INTEGRATED CONSUMER CAMPAIGN – LOCAL

Bronze, National Road Trip Day

ILLUSTRATION

Bronze, Travel Nevada x Culture Trip

2023 MARCOM Awards

INTEGRATED MARKETING

Platinum, Silver State Reset Campaign

ANNUAL REPORT (GOVERNMENT)

Platinum, FY21–22 Annual Report





LOOKING AHEAD

- ▶ Travel Nevada will launch its new creative campaign, “Get a Little Out There,” across all paid, earned, and owned initiatives.
- ▶ With a national spotlight on high-profile sporting events like Formula 1 Grand Prix and Super Bowl LVIII in Las Vegas, Travel Nevada will execute programs aimed to capture the attention of sports fans.
- ▶ Travel Nevada will continue marketing efforts with its best-performing custom content partnerships, including National Geographic, Atlas Obscura, and Outside Magazine.
- ▶ Travel Nevada will target one of our most promising new markets with eye-catching out-of-home ads, a large consumer activation, and engagement with local media.
- ▶ Travel Nevada will host journalists and influencers to experience the “Ring of Fire” solar eclipse that will pass through the state.
- ▶ Travel Nevada will host a media event in New York for the first time since prior to the COVID-19 pandemic.
- ▶ Travel Nevada will co-sponsor the Go West Conference, which will be hosted by Lake Tahoe in 2024.



INTERNATIONAL MARKET DEVELOPMENT

To capitalize on the global appeal of Las Vegas, Travel Nevada works with five offices internationally to encourage visitation beyond the Strip and into Nevada's rural communities. In FY23, Travel Nevada worked with each international agency of record to outline goals and spread awareness of the state with prospective visitors.

International visitors are important to Nevada's economy, especially in rural communities. In 2022, international visitors to the state represented 7.5% of all visitation and represented about 9.0% of visitor spending. In FY23, Travel Nevada worked with its five international agencies of record to capitalize on Las Vegas' global appeal and encourage visitation into Nevada's rural communities.

Australia

MARKET PROFILE

Australians tend to travel to locations for their cultural and historic attractions, beautiful nature, sightseeing options, the appeal of the local culture, and for leisure activities.

- › Visit USA Australia: 1x1 meetings and networking events with tour operators, agents, and media
- › Hosted Megan Singleton on Neon to Nature Road Trip, resulting in 589,000 impressions
- › Hosted journalist from Escape, Australia's leading travel publication
- › Hosted journalist from Pedestrian and Thrillist, whose audience looks for quirky travel opportunities



Germany

MARKET PROFILE

According to Brand USA, Germany ranks 2nd for visitors to the U.S. from Europe. They tend to take longer trips and travel by RV or rental car and enjoy exploring nature.

- › Brand USA Travel Week: 37 trade and 20 consumer media appointments
- › Hosted Verena Wolff along The Loneliest Road in America for an article in Germany's largest newswire
- › Hosted influencer Elisa Deustchmann on an RV trip in southern Nevada
- › Hosted a five-person media trip with journalists from Germany's top publications



Latin America

MARKET PROFILE

According to research firm Kantar, the Mexican traveler includes the solo traveler who enjoys the outdoors and nature, families with young children who enjoy parks and shopping, and friends who are looking for nightlife and gastronomic experiences.

- › Volaris FAM: 11 participants attended familiarization tour of northern Nevada
- › Hosted a group press trip with top Latin American media
- › Conducted a TV capsule with Al Extremo and TV Azteca, reaching 1.2 million people
- › Hosted National Geographic on a photo tour of northern Nevada



Canada

MARKET PROFILE

According to TravelZoo, Las Vegas is the second most-of-interest city for Canadians to visit, and 81% of Canadian travelers are open to visiting new destinations.

- › Canada mission to Toronto, Calgary, and Edmonton with eight Nevada partners, meeting 100+ clients and having a presence at the Calgary Outdoor Travel and Adventure consumer show
- › Worked with journalist from Curiosity to share information about cities beyond Las Vegas
- › Sponsored content with Daily Hive, reaching over 1.7 million impressions
- › Hosted journalists from Toronto Sun and Rob Longley to showcase golf opportunities in southern Nevada

United Kingdom

MARKET PROFILE

According to Brand USA, the U.S. is the no. 1 long-haul destination for U.K. travelers. They travel for relaxation, to visit a destination they have always wanted to visit, and to experience a new culture.

- › Hosted a five-person press trip from Las Vegas to Great Basin National Park
- › Secured coverage in British Airways' High Life Magazine
- › Integrated trade and marketing for Wanderlust Magazine article that reached over 2.3 million unique users





GLOBAL INDUSTRY/TRADE ACTIVITIES

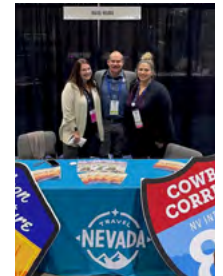
Travel Nevada international efforts took place across the globe in FY23, including welcoming NV Trailblazer graduates to explore Nevada firsthand on FAM tours.

- › **IPW:** Shared booth space with industry partners, conducted 88 appointments, hosted breakfast for buyers with 100+ clients attending.



- › **First post-COVID Mega FAM:** 17 buyers from Australia, Germany, Mexico, and the UK attended a familiarization tour in southern Nevada and along the Great Basin Highway.
- › **Brand USA & Ireland Mega FAM:** 12 pre-approved travel advisors visited Reno-Tahoe Territory to showcase accessibility of northern Nevada to international markets arriving from San Francisco.

- › **Multi-National FAM:** 11 travel advisors attended and visited Reno, Virginia City, Carson City, Fallon, Winnemucca, Elko, and West Wendover.
- › **Brand USA Mega FAM:** 13 travel advisors were invited; the itinerary showcased accessibility of northern Nevada for international arrivals into northern California.
- › **Nevada Trailblazers:** Launched in September 2022, this training platform assists tour operators, wholesalers, agents, and receptives about offerings in Nevada.



LOOKING AHEAD

- › A delegation of Nevada tourism partners and commissioners, including Lieutenant Governor Stavros Anthony, will visit Mexico City and Guadalajara to meet with top tour operators, travel agents, media, and key opinion leaders.
- › Across the board, Travel Nevada's international agencies of record will address goal-specific KPIs to measure campaign effectiveness.
- › Agencies will identify trade shows, media marketplaces, and consumer marketing activations to boost awareness of Nevada globally.
- › International offices will plan, coordinate, and execute in-country trade missions for Nevada industry partners to educate travel agents and tour operators about product offerings in their destinations.
- › Agencies of record will work with top-tier media outlets and influencers in their countries to plan and execute press visits that result in earned media coverage.



NEVADA IS A LITTLE OUT THERE.

The heart of Nevada, literally and figuratively, is a little out there.

It lives out in the wild open landscape, beyond the neon glow, where the state's inspiring scenery, rich history, outdoor recreation, and hidden gems can be explored and uncovered, and—being a little out there—it requires a willing spirit and a sense of adventure to experience.

Similarly, Nevada's heart is a little different, a little offbeat and a little out there, too, and it demands an uninhibited sense of curiosity to love and appreciate the uncommon variety—the character and characters—that make the Silver State a surprising place to explore.

In this land of anything and everything, to truly do Nevada, you have to be willing to get a little out there.

