



TRAVEL NEVADA

FT19 RECOMMENDED STRATEGY PLANNER

Program	Run Dates	Countries	Description	Medium/Channel/Distribution, estimations, impressions	Web Property	Call To Action	Engagement/Conversion	Cost	Value
Inspiration Guide	July 2018 - December 2019	Latin America, Australia, Austria, Brazil, Canada, China, Denmark, France, Germany, India, Ireland, Japan, Mexico, Netherlands, New Zealand, Norway, South Korea, Sweden, Switzerland, Taiwan & UK	Digital and print versions of the guide are distributed through trade professionals and consumers. The exciting inspiring content is translated into 9 different languages in 50 plus countries using a multifaceted digital, mobile and print strategy. New mobile take over ads with sophisticated targeting strategies will reach carefully selected consumers and drive them to our content. A tool to attract visitors from the most valuable international markets. Placement in U.S Embassies consulates and Visa offices.	Print distribution: 575,000 Digital Impressions: 30+ million Adtheorent Impressions: 967,500	https://www.visittheusa.com/state/Nevada	https://travelnevada.com/?t=brand-usa&utm_source=brand-usa&utm_campaign=brand-usa&utm_medium=Internet	Page views: 18,457 Unique page views: 15,730	\$76,800	\$99,300
Experience Pages SEM	October 2018 - March 2019	Australia, Brazil, Canada, Germany, Japan, Mexico, UK	VisitTheUSA-This is like Travel Nevada's very own international site. A total of 5 experience pages will be added to the TravelNevada.visittheusa.com website. The pages will focus on 5 different itineraries each complementing the 5 participating territories.	Guarantee Clicks - 27,077 for six month/per month.	http://usadiscoveyprogram.com/extra-learning/discover-nevada	https://travelnevada.com/?t=brand-usa&utm_source=Brand-usa&utm_campaign=brand-usa&utm_medium=Internet	Results to follow post campaign	\$25,000	\$50,000
Australia Multichannel Media	September - November 2018	Australia	Tier 1. A six week digital campaign with a customized call to action step.	Mobile Takeover 500,000 estimated impressions, GDN 8,000 clicks Facebook clicks 2,000, impressions per unit 800,000	Adventure World & Expedia	https://www.visittheusa.com/state/Nevada	Results to follow post campaign.	\$43,300	\$129,900
Cox & Kings	May - June 2019	India	A 60 day promotion with Cox & Kings, a leading tour operator for India. The company will be mailing out Nevada newsletters to their client database and filming a road show for Nevada, along with city bus advertisement in New Delhi.	Increase bookings to Las Vegas and generate exposure to other parts of Nevada such as Highway 50 and Reno-Tahoe.	Cox & Kings	http://travelnevada.in/	Results to follow post campaign.	\$20,500	\$20,500
Televisa	August - October 2018	Mexico	Televisa is the largest media company in Mexico and Spanish speaking world. The campaign will include prime time exposure through Unicable, Televisa Deportes and Golden.	100 Facebook posts Digital Impressions: 29,000,000 30 Sec TV Spots: 575	http://travelnevada.com.mx/	TravelNevada Mexico Mission	Results to follow post campaign.	\$33,675	\$760,500
STA Travel	December 2018 - January 2019	Australia, Germany & UK	STA Travel offers a unique range of flights, accommodations, tours and expeditions. With an exclusive airline of network offering discounts. Targets millennial travelers & FIT travelers (18-35 year olds). Millennial travelers visits on average 3 different states per trip.	Over 300 retail stores (online and retail business) Retail window posters and LCD digital display STA homepage banners Bespoke landing page Blog articles Social media posts Brochure inclusion	STATravel AU STATravel CEU STATravel UK	STA Travel	Active and engaged global database of 7,000,000 users Over 30,000,000 website visitors per year Social media following of over 1,400,000	\$45,000	\$375,000



VisitTheUSA.com

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Brand USA Lightbox Campaign	January - March 2019	United Kingdom	Lightbox Hub media partners with ESL, The Independent, Telegraph, Guardian, Wanderlust, Trip Advisor, Nat Geo, Escapism, High50.	Total Impressions: 5,080,486	https://www.visittheusa.com/state/Nevada	Travelbag & Netflights	Travelbag Customers: 500,000 Netflights: 300,000	\$25,000	\$100,000
Canusa	April - May 2019	Germany	Germany's leading tour operator for individual travel in Canada & US. The campaign will partner with CANUSA to create awareness of 2 newly created scenic routes for Nevada.	Reach: 510,000 1,200,000 unique annual visitors	Website: https://www.canusa.de/s-mltarbeter	CANUSA	Results to follow post campaign.	\$10,000	\$10,000
Western Canada Multichannel	January - February 2019	Canada	Tier 1. An eight week digital and print campaign with media outlets from The Vancouver Sun, Edmonton Journal, The Province & Calgary Herald. A six week content traffic generation campaign with Google.	Total Print Distribution: 350,000 GDN 4,000 Clicks Facebook 3,100 clicks/1,900,000 impressions per unit. Expedia: 900,000 digital display	https://www.visittheusa.com/state/Nevada	Expedia	Guarantee clicks: 4,000	\$32,900	\$98,700
Brand USA Sales Missions & FAMs	July 2018 - December 2019	India, China, Japan, South Korea	TravelNevada will partner with Brand USA on International Sales Missions and FAMs to enhance exposure and generate leads.			Leads provided to mission partners only.		\$24,700	\$14,500
USA Discovery Program	July - June 2019	China, India, UK, Brazil, Australia & Global	Tour Operators are part of an extensive online training and will earn a badge based on their knowledge of Nevada.	Total register agents: 29,136	http://usadiscoveryprogram.com/	Mega FAM participants company names will be utilize for future invites for Nevada missions and Nevada events.	Completed badges as of April 2018: 510	\$2,000	\$30,000
South Korea	September 2018 - December 2019	South Korea	To be determined after South Korea Brand USA Sales Mission.					\$15,000	\$15,000
Total								\$553,875	\$1,703,400
Rollover Balance June 30, 2018								\$33,900	
FY19 LOA Agreement								\$319,975	