



# **NEVADA COMMISSION ON TOURISM**

**Wednesday, August 16, 2017  
1:00 P.M.**

## **MEETING LOCATIONS:**

**401 N. Carson Street  
Carson City, NV 89701**

**Video Location  
Grant Sawyer Building #5100  
555 E. Washington Ave.  
Las Vegas, NV 89101**

**Phone Conference Call Number:**

**888-363-4735**

**Access Code 4878739**





**NEVADA COMMISSION ON TOURISM  
NOTICE OF PUBLIC MEETING**

Regular Meeting of the Commission on Tourism  
Wednesday, August 16, 2017 – 1:00 P.M.

**MEETING LOCATION:**  
NCOT – Laxalt Building  
401 N. Carson St. 2<sup>nd</sup> Floor  
Carson City, NV 89701

**VIDEO CONFERENCE LOCATION:**  
Governor’s Conference Room #5100  
555 E. Washington Ave.  
Las Vegas, NV 89101

**TELECONFERENCE NUMBER:**  
**888-363-4735; Access Code: 4878739**

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**COMMISSIONERS**

Lt. Governor Mark Hutchison, Chair\*

Cindy Carano, Vice Chair\*  
Herb Santos, Jr.\*  
Denice Miller\*  
Bob Cashell\*  
Richard Arnold

Don Newman\*  
Mike Vaswani\*  
Bob Morse\*  
Bob Stoldal

Rossi Ralenkotter\*  
Phil DeLone\*  
Brian Krolicki\*  
Julia Arger  
\*Voting members

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THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

- Nevada Commission on Tourism, Carson City, Nevada
  - Legislative Counsel Bureau, Carson City, Nevada
  - Nevada State Museum, Las Vegas, Nevada
  - Nevada State Library, Carson City, Nevada
  - Governor’s Office / SOS Las Vegas, Nevada
  - Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
  - Reno Sparks Convention and Visitors Authority, Reno, Nevada
- Websites: [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

## STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted "For Possible Action".
  - Items on this agenda may be taken in a different order than listed.
  - Two or more agenda items may be combined for consideration.
  - An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
  - Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
  - No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
  - Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
  - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.
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## AGENDA

### A. Opening ---

Call to Order and Confirmation of Proper Posting – Lt. Governor Hutchison  
Roll Call and Determination of Quorum– Lt. Governor Hutchison

### B. Public Comment ---

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

### C. Introduction of New Commission Members – Lt. Governor Hutchison ---

D. Presentation – Reno Air Service Corporation – overview of organization, partnerships, recent successes and plan for the year ahead.

### E. FY 18-19 Strategic Planning ---

- E1.1 FY18-19 Strategic Framework Development – For Possible Action** The Division of Tourism is working to create its FY18-19 strategic plan/framework. The Division will look to the Commission for guidance regarding key components of the plan:
- Mission
  - Vision
  - Values
  - Key Initiatives (proposed FY18-19 initiatives included on attached overview)
  - Overarching Metrics/Methodology by which program effectiveness is measured

This is a working session that will be moderated in house so the Division can get moving on the plan. In preparation for this discussion, please review the current strategic plan, available online at [http://nvculture.org/resources/5/2016\\_strategic\\_plan.pdf](http://nvculture.org/resources/5/2016_strategic_plan.pdf). The above referenced portions of the plan also are included in this packet.

- E1.2 ROI/Program Metrics – For Discussion** - Discussion of stakeholder expectations of program measurement, new technologies that allow more complete measurement, Always On measurement.

## F. Agency Reports

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### F1. Chair Report

### F2. Administration

#### F2.1 FY18 YTD Budget Overview

#### F2.2 RFP Update

- Projects Awarded
- RFPs in Process
- Upcoming RFPs

#### F2.3 2017 Nevada Governor's Global Tourism Summit Update – Updated agenda included in the packet.

#### F2.4 Governor's Trade Mission to South America/Tourism Sales Mission Recap – The Division participated along with the Governor's Office of Economic Development on events in Panama City, Panama and Santiago, Chile. The tourism team also visited Bogota, Colombia and conducted sales calls and client outreach.

#### F2.5 Trade Mission to India September 10-15, 2017 – The Division will participate in the Brand USA mission to India. The mission will conduct sales calls, media interviews and other outreach activities in Mumbai, Chennai and New Dehli.

#### F2.6 Brand USA – US/China Summit – TravelNevada staff will attend this year's event in Atlanta, Sept. 20-22.

### F3. Nevada Magazine

#### F3.1 Projects Completed

- Wedding Guide
- Rides Guide

- F4. Public Relations**
  - F4.1 Nevada Welcome Video**
  
- F5. Marketing**
  - F5.1 Virtual Reality Program /Follow-up from Marketing Committee meeting.** Evolution of the VR program to ensure greater statewide inclusivity as recommended by the Marketing Committee. Total program integration to include PR, social, promotions.
  
  - F5.2 Creative Development / Follow-up from Marketing Committee meeting.** New broadcast storyboards and discussion of the Always On approach.
  
  - F5.3 Summer Sponsorships Update – Overview of programs identified for each of the Division’s urban event sponsorships.**
  
- F6. Sales and Industry Partners**
  - F6.1 Brand USA – Proposed FY18 programming (proposal attached) – For Possible Action**
  
  - F6.2 FY18 Domestic and International Shows (schedule attached) – For Possible Action**
  
  - F6.3 Market Positioning – Overview of the markets, approach to the representative contracts**

#### **G. Upcoming Meetings** \_\_\_\_\_

- G1. Full Commission at Governor’s Global Tourism Summit – Las Vegas**  
Monday, December 4, 2017 at 10:00 a.m. (Grants approval, strategic plan review/approval)

#### **H. Commissioner Comments** \_\_\_\_\_

#### **I. Public Comment** \_\_\_\_\_

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

#### **J. For Possible Action - Adjournment** \_\_\_\_\_

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Dee Chekowitz-Dykes, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to [ddykes@travelnevada.com](mailto:ddykes@travelnevada.com). Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at [www.travelnevada.biz](http://www.travelnevada.biz)

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621 or [ddykes@travelnevada.com](mailto:ddykes@travelnevada.com).

# Strategic Planning









**TravelNevada (Nevada Division of Tourism) Strategic Plan Framework  
FY18 – FY19 (July 2, 2017 – June 30, 2019)  
OUTLINE - DRAFT 1**

Following are proposed elements for the FY18-19 strategic plan framework. These elements represent a continuation of the FY16-17 plan. The proposed theme: “Focused on the Future,” refers to ensuring the brand continues to evolve in the most thoughtful and authentic way, using emerging technology to ensure messaging customization and continually assessing programs to ensure they best meet the needs of each of our constituencies.

The following framework provides an outline of the FY18-19 plan components. When compared to the FY16-17 plan, slight modifications are proposed for the agency’s Values and Key initiatives. The Overarching Metrics below are completely new. We look to the Commission to help ensure the metrics are those that are most important for the agency. The remainder of the framework provides an outline of the general plan.

FY18 – 19 Theme: *Focused on the Future*

**Division Overview**

- **Mission:** *Enhance the economic vitality of Nevada through effectively promoting tourism to, and within, the state.*
- **Vision:** *A vibrant quality of life for all Nevadans.*
- **Values (proposed):** Insightful, Focused, Authentic, Innovative, Collaborative

**Overarching Metrics (proposed)**

We propose having overarching metrics that align with the key initiative and program priorities. For 18-19 we would like to focus on enhancing our sales and marketing programs through:

1. Drive revenue to the State of Nevada through travel and tourism activities.
2. Create a greater level of customer outreach customization, ensuring potential customers receive the most compelling messages. This will be accomplished through:
  - a. Integration of CRM technology allowing for pinpoint customization of messaging, deals and offerings
  - b. Specific retargeting ads designed to match site/keyword search behavior
  - c. Opportunities for site/app users to design, share and use itineraries
  - d. Geotargeted ads delivered via the App that offer deals as people traverse the state
3. Develop a comprehensive program effectiveness research model that identifies the impact of Division of Tourism sales/marketing campaigns throughout the customer decision funnel. From brand awareness to booking to locations visited.



4. Expand partner marketing and business development opportunities. Performance will be based on the number of partners participating in TravelNevada programming measured by year-over-year growth, including:
  - a. Number of submissions for the Rural Marketing and Projects Relating to Tourism Grants
  - b. Number of attendees at annual conferences and post-conference survey results
  - c. Use of the TravelNevada.biz website
  - d. Number of partners uploading images and information on the TravelNevada.com website
  - e. Number of partners sharing TravelNevada information via social media
  - f. Percentage of sister agency inclusion in appropriate programming
  - g. Number of partners participating in the Cooperative Marketing program
  
5. Evolve the sales effort into a results-driven domestic and international sales program, through
  - a. Greater tracking of lead generation and follow-up
  - b. Tracking of itineraries offered in domestic and international sales brochures
  - c. Development of a trade show presence that raises brand awareness and compels interest among show attendees
  
6. Continue to raise awareness of Nevada as a tourism destination within identified international markets.
  - a. Ensure all international offices have an integrated marketing approach with fundamental collateral, websites, social media owned sites and robust media relations outreach.
  - b. Offer educational and business development opportunities for partners to strengthen understanding of successful international marketing including the Governor's Global Tourism Summit
  
7. Ensure the Division of Tourism is run with maximum efficiency and adheres to the policies and procedures outlined for all state agencies and the Department of Tourism and Cultural Affairs

**Overarching Key Messages (please see the FY16-17 plan elements included in the packet)**

- Consumers
- Travel Trade
- Stakeholders

**Research Foundation**

- Global – economic, social and political impacts to global tourism
- US – proprietary (TNS, Ruf, Dean Runyon, Destination Analysts and potentially another research vendor – results that show program impact throughout the customer decision funnel), industry (US Travel, Destinations International), consumer behavior research
- Nevada – statewide insights, regional visitation, economic impact

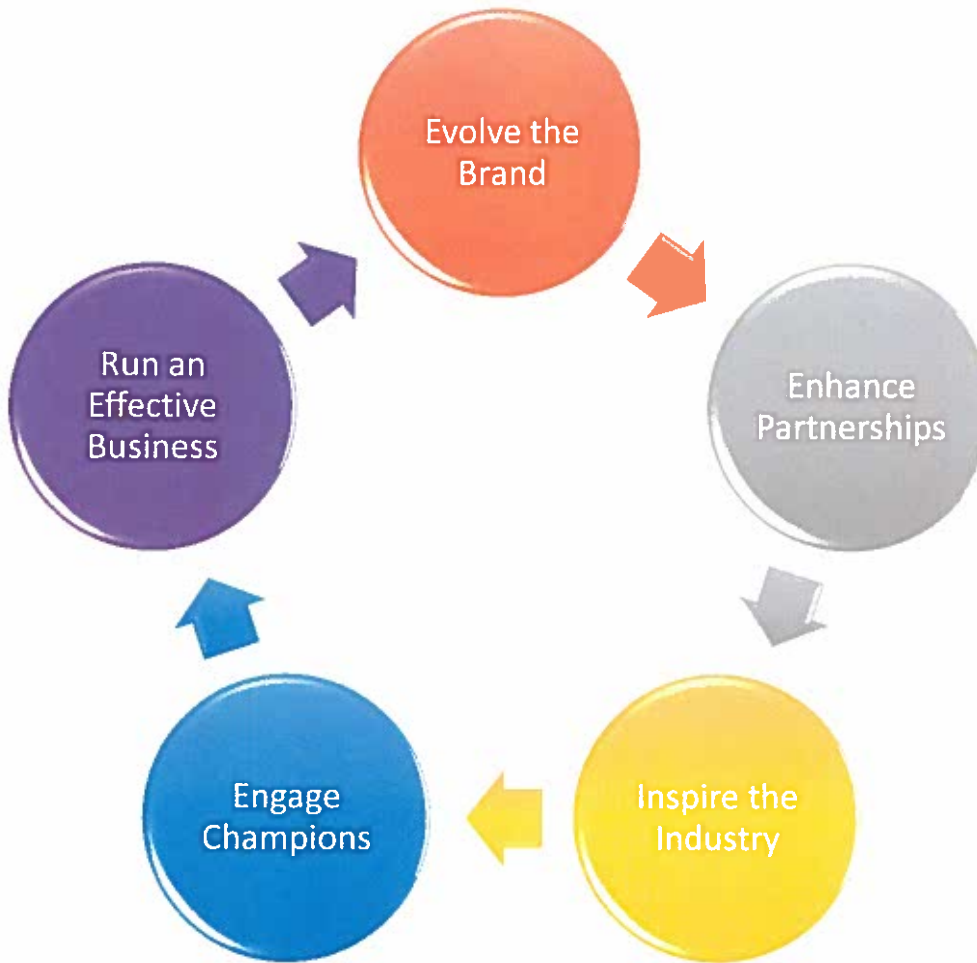


### Target Audiences/Demographics

We proposed retaining the current target audiences:

TravelNevada will focus its domestic marketing on a Millennial target audience and primarily those that live within 300 miles of the Nevada border. With this audience as a focus, we also want to ensure Nevada continues to appeal to current Boomer and Gen X visitors.

### Key Initiatives (proposed)



- **Evolve the Brand** (Domestic and international integrated marketing, moving to an “Always On” domestic marketing platform, Nevada Magazine)
- **Enhance Partnerships** (Co-op marketing programs, sister agency integration, industry partnerships e.g. online booking, corporate partnerships, event sponsorships, visitor guide sales/inclusion of partner testimonials)
- **Inspire the Industry** (Educational opportunities – conference, online webinars/educational sessions, TravelNevada.biz)
- **Engage Champions** (Public affairs, stakeholder outreach)
- **Run the Business** (Financial and operational excellence)



### **Plan Detail**

#### Program Overview for Each Initiative

- Goals
- Key Messages
- Programs
- Team

### **Additional Information**

- Department Funding
- Commissioners
- Staff
- Calendar - Sales Domestic and International Missions, Shows and Events; PR Missions/Events





## FY 16-17 Strategic Plan – Foundational Components

### **Our Mission and Vision**

The Division of Tourism (TravelNevada) exists to help achieve the Governor's strategic priority of a *Vibrant and Sustainable Economy*. To accomplish this, we have crafted the following core elements:

**Mission:** *Enhance the economic vitality of Nevada through effectively promoting domestic and international tourism.*

**Vision:** *A vibrant quality of life for all Nevadans.*

Achieving the mission and vision is accomplished through the development and execution of two major program components:

1. Marketing - developing and executing a result-driven strategic marketing program that compels consumer purchase decisions through effective use of key marketing and sales channels.
2. Education – two areas of focus:
  - a. Create professional development opportunities for members of the Nevada tourism industry that raise the level of expertise across all industry sectors.
  - b. Educate potential visitors through a robust public relations-led integrated marketing program and Nevada Magazine to convey the experiences available throughout the state.

TravelNevada works on behalf of all Nevadans to drive revenue and enhance quality of life through its inclusion in Nevada's vibrant tourism industry:

- Tourism is the No. 1 industry in Nevada. In 2014, travelers to Nevada spent \$62.2 billion, up from \$59.4 billion in 2013.
- Tourism means jobs. 474,000 Nevadans are employed in the tourism industry, making up roughly 30 percent of the workforce.
- 53.4 million travelers visited Nevada last year (up 2.6% year-over-year).
- The 3/8 of 1% of lodging tax (the revenue source that funds TravelNevada) collected in 2014 was \$20.1 million (up 10.7% over 2013).
- International visitation offers a key growth area for Nevada tourism. International inbound visitation is expected to grow 15-20% by 2020.
- The return-on-investment derived from the paid-only advertising campaigns has risen from 19:1 to 33:1 in just two years following the launch of Nevada: A World Within. A State Apart.

**Values:** All programs are driven by three core values that guide the agency's approach to partners and program development:



### **Overarching Key Messages**

Sharing a brand as diverse as Nevada tourism can be a daunting challenge. To ensure clarity and consistency within our messaging, we've adopted a few overarching messages for the agency and our stakeholders to convey. Further messaging regarding specific programs and tactical elements is available within the individual plans.

#### **Consumers:**

- "Don't Fence Me In" is more than the places available in Nevada; it's an unquenchable spirit of adventure.
- From the anything-goes attitude in Las Vegas to the wide-open expanse of accessible public lands, to the pristine snow-kissed slopes of Lake Tahoe ski areas, Nevada embraces the call of the frontier and the promise of the west – the space and freedom to do what you want, where you want and when you want.
- Nevada appeals to adventurers, mavericks, explorers, and freedom-seekers, and offers these transformational experiences unlike any other state. It is, in fact, "A World Within. A State Apart."
- Nevada offers international visitors a unique western US destination. The offerings combine world-class entertainment with off-the-beaten-path experiences, creating a one-of-a-kind vacation.

#### **Travel Trade:**

- Nevada is accessible via two international airports offering non-stop or one-stop service from locations around the globe.
- Nevada offers visitors a unique western American experience, combining the world-class entertainment with authentic Americana offerings and unique events and destinations.
- Nevada's tourism industry provides stellar customer service for both travel professionals and their groups.
- Nevada is committed to working with Brand USA and several of its key programs to assist with promoting the U.S. to international travelers.
- TravelNevada's international sales team provides a high level of customer service and partner connectivity for domestic and international travel professionals.

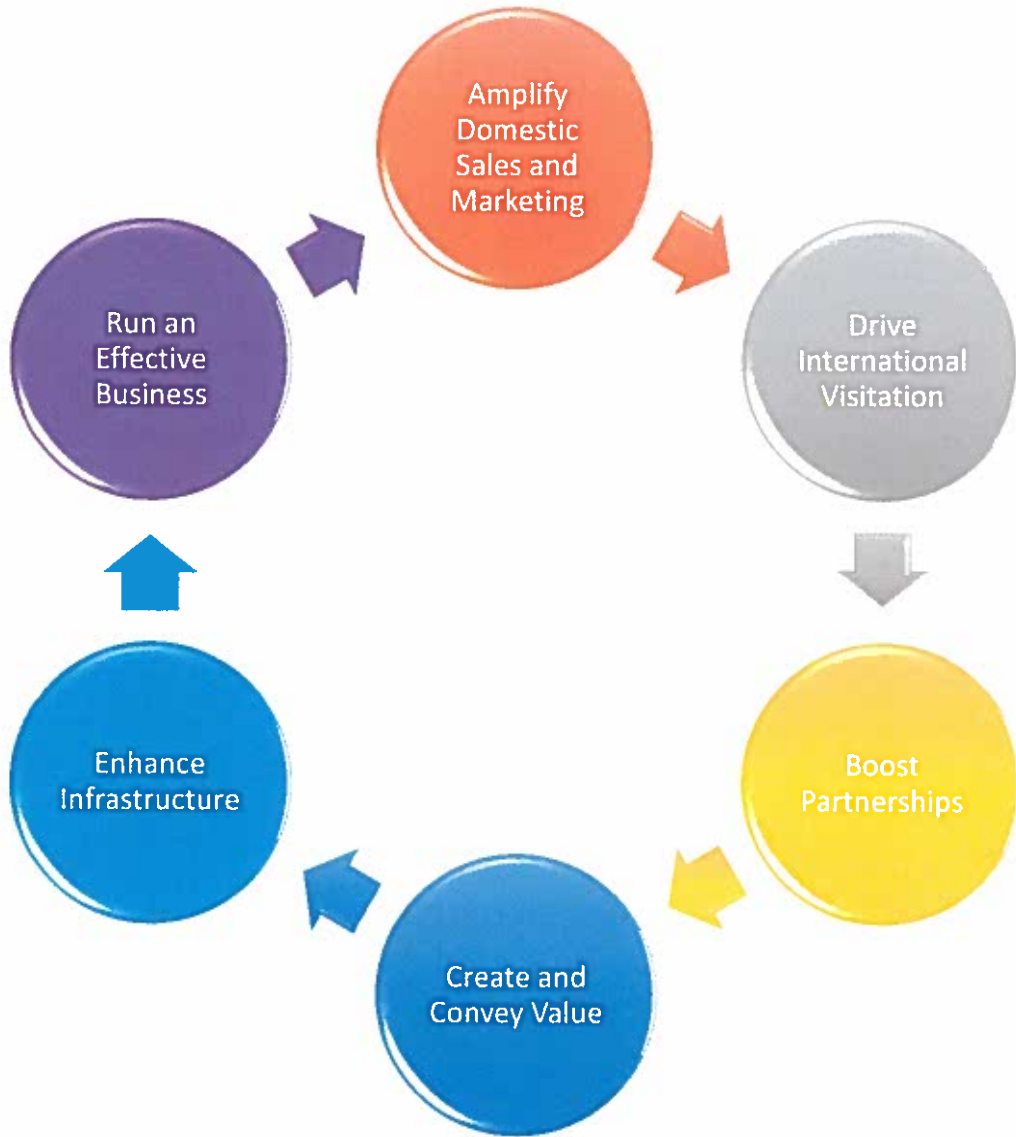
## **Overall Key Performance Indicators (KPIs)**

All TravelNevada programs are measurement-based and tracked in either real-time or following each campaign to ensure maximum effectiveness and return on investment. Key performance indicators focus on achieving the Governor's Strategic Priority of a *Vibrant and Sustainable Economy*, meeting the agency's legislative requirements and assisting statewide industry partners in reaching their business objectives.

- Drive revenue to the State of Nevada through travel and tourism activities.
  - Track lodging, entertainment and gaming tax (primarily during campaign timeframes) to identify TravelNevada's impact on the statewide economy.
- Raise brand engagement for consumers, travel trade professionals and partners. Performance will be based on a year-over-year increase in each user engagement activities.
  - Ensure the TravelNevada.com website is easy for consumers to use and offers not only information, but an impetus for consumers to buy.
  - Enhance consumer engagement through sharing and other social media programming. The simple measurement includes the number of engaged users.
  - Provide increased opportunities for consumers to link to statewide industry partners.
  - Create robust mobile platforms, including an app that provides both travel and educational information.
  - Identify opportunities for engaging Nevada tourism industry partners with consumers and the travel trade.
- Increase domestic integrated marketing campaign return-on-investment.
  - ROI determined based on paid, earned and social (owned and earned) media efforts. Current ROI is 33:1 for paid (only) advertising.
  - Work with TNS to perfect the new effectiveness modeling that creates campaign effectiveness based on a fully integrated marketing communications program.
- Expand partner marketing and business development opportunities. Performance will be based on the number of partners participating in TravelNevada programming measured by year-over-year growth, including:
  - Rural Marketing Grants
  - Cooperative Marketing program
  - Annual conferences
  - Use of the TravelNevada.biz website
  - Number of partners uploading images and information on the TravelNevada.com website
  - Number of partners sharing TravelNevada information via social media
  - Percentage of sister agency inclusion in appropriate programming

- Continue to raise awareness of Nevada as a tourism destination within identified international markets.
  - Create consistent sales and marketing outreach to identified markets
  - Offer educational and business development opportunities for partners to strengthen understanding of successful international marketing including the Governor's Global Tourism Summit
  
- Enhance key stakeholder understanding of the value of the travel and tourism industry and the impact the funding provided to the Division of Tourism has on the state's economy.
  - Conduct stakeholder outreach program to ensure messages salient to each audience are conveyed on a timely and consistent basis.
  - Engage the industry in the conversation around the value of tourism and its impact on local economies.
  - Involve Nevada's tourism territories in conveying information pertaining to each territory's reliance on the travel and tourism industry.

## Key Initiatives







# Agency Reports

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**FY18 vs FY17 vs FY16 vs FY15 Tourism Category Expenditure Update Through August 8**

<b>Category</b>	<b>Description</b>	<b>FY18</b>	<b>FY17</b>	<b>FY16</b>	<b>FY15</b>
<b>CAT 02</b>	<b>Out-of-State Travel</b>				
	Legislative Authority Amount:	\$48,907.00	\$49,406.00	\$49,406.00	\$49,796.00
	Actual Expenditures:	\$3,796.10			
	Remaining Available Funds:	\$45,110.90			
	% Spent YTD:	8%			
<b>CAT 03</b>	<b>In-State Travel</b>				
	Legislative Authority Amount:	\$38,725.00	\$43,496.00	\$38,096.00	\$45,735.00
	Actual Expenditures:	\$865.36			
	Remaining Available Funds:	\$37,859.64			
	% Spent YTD:	2%			
<b>CAT 30</b>	<b>Training</b>				
	Legislative Authority Amount:	\$6,531.00	\$7,086.00	\$7,086.00	\$6,485.00
	Actual Expenditures:	\$0.00			
	Remaining Available Funds:	\$6,531.00			
	% Spent YTD:	0%			
<b>CAT 31</b>	<b>Promotion &amp; Advertising</b>				
	Legislative Authority Amount:	\$15,201,987.00	\$11,309,367.00	\$12,168,367.00	\$9,163,563.00
	Actual Expenditures:	\$105,274.07			
	Remaining Available Funds:	\$15,096,712.93			
	% Spent YTD:	1%			





## NEVADA WELCOMES THE WORLD

**December 4 – 5, 2017 (FAM/Press Trip Nov. 30 – Dec. 3, 2017)**  
**Flamingo Las Vegas**

### **Agenda Overview**

#### **PRE-CONFERENCE FAM/PRESS TRIPS**

##### **Thursday, Nov. 30, 2017**

International buyers/media begin arriving into Las Vegas; TravelNevada PR/sales teams arrive

##### **Friday, Dec. 1, 2017**

International buyers/media depart for southern Nevada FAM trips (at least one group will stay in Las Vegas area with rooms at the Flamingo)

6:30 a.m. – Buffet Breakfast (prior to departing on FAM trips)

##### **Saturday, Dec. 2, 2017**

FAM/Press Trips underway

##### **Sunday, Dec. 3, 2017**

TravelNevada staff, event planning team arrive  
FAM/Press trips return to Las Vegas/Flamingo

**Monday, Dec. 4, 2017**

9:00 a.m.

Registration desk opens

10:00 a.m.

Exhibitors allowed to set-up in exhibit area

10:00 a.m.

Media Marketplace

10:00 a.m. - Noon

NCOT Commission Meeting (includes lunch for Commissioners, invited guests)

12:00 p.m.

Exhibit area opens

1:00 p.m. – 5:00 p.m.

Opening Session and Welcome Remarks

Flamingo Showroom

1:00 – Opening Remarks/Welcome – Lt. Governor Hutchison, Mayor Carolyn Goodman, Caesar's Representative

1:30 p.m. – Governor Brian Sandoval

2:00 p.m. – Roger Dow, US Travel Association

3:00 p.m. – Break

3:15 p.m. – TravelNevada Showcase/Entertainment

3:45 p.m. – Daniel Levine – Global Trends

5:00 p.m. – Meeting break

6:00 p.m.

Opening Dinner Event

Savoy ballroom

7:30 p.m.

Walk the Promenade to the High Roller – Entertainment along the way

8:00 p.m.

Dessert/Cocktails – High Roller Wheelhouse, Rides on the High Roller

**Tuesday, Dec. 5, 2017**

6:30 – 8:00 a.m.

Breakfast

7:00 a.m. – 12 p.m.

Registration Desk Open

8:00 a.m.

General Session Speaker

President/CEO – Major Global Tour Operator - TBD

9:00 a.m.

General Session - Panel

9:45 a.m. – 10:00 a.m.

Morning Refreshment Break

10:00 a.m. – 10:45 a.m.

Breakout Sessions

1. TravelNevada's international sales/marketing programs – with international sales reps  
China, Australia, Mexico
2. Get your Destination/Property Added to US Itineraries – Tour Operators  
Shirtsleeves Session – How to make your destination, business appealing for global tour operators
3. TBD

11:00 a.m. – Noon

Breakout Sessions

1. TravelNevada's international sales/marketing programs – with international sales reps  
U.K., Germany, Canada
2. Get your destination/Property Added to US Itineraries – Travel Agents  
Shirtsleeves Session – How to make your destination, business appealing for global travel agents
3. TBD

Noon – 1:30 p.m.

Lunch – Speaker - Amy Jo Martin, Author of the NY Times Bestselling book, "Renegades Write the Rules"

*Author Amy Jo Martin is the founder of Digital Royalty and the woman who pioneered how professional sports integrate social media. In this book she shows how to build a faithful following and beat the competition clamoring for people's attention by continually delivering value - when, where, and how people want it. People want to be heard, to be involved, to be entertained, to be adventurous, to be informed.*



1:30 – 2:30 p.m.  
General Session  
Division of Tourism (TravelNevada) Programs Overview

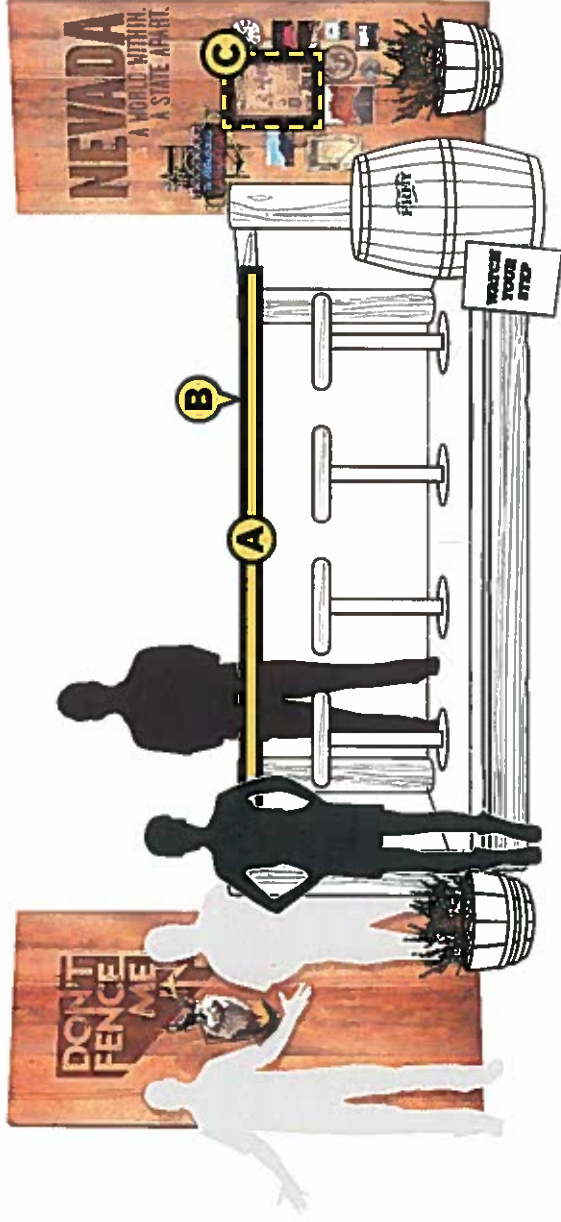
2:30 p.m. Afternoon Refreshment Break – Exhibit Area

2:45 p.m. – 5:00 p.m.  
Nevada Sales Marketplace

5:00 p.m. - Conference Ends



## 360 VIDEO EXPERIENCE PROMOTIONAL OPPORTUNITIES



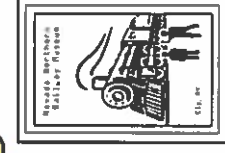
### A Bar Top



### B Giveaway Coasters



### C Wall Decoré



**Bar Top** – The bar top display overviews the 360 video journey with additional points of interest throughout the state. Callouts on the map as well as 5”x8” flyers with pictures and exciting highlights about your location/business can be placed under the plexi-glass for visitors to read. TravelNevada will provide the design based on your provided information and images.

**Coasters** – These giveaway coasters will feature your location/business with your information on half of the back of the coaster. The other half will outline the vacation giveaway details.

**Wall Decoré** – This decorative element can feature a large photo of your location/business with your logo.





VisitTheUSA.com

August 2, 2017

Claudia Vecchio  
Director, Nevada Department of Tourism and Cultural Affairs  
Nevada Division of Tourism  
401 N. Carson St.  
Carson City, NV 89701

Dear Claudia,

This letter is intended to memorialize the commitment of Nevada Division of Tourism ("Partner") to the Corporation for Travel Promotion d/b/a Brand USA.

Brand USA is a District of Columbia nonprofit corporation organized and operated to grow incrementally international visitation to the United States, increasing America's share of the global travel market. Brand USA will engage in international marketing of travel to the United States by, among other things:

- a. Promoting travel on the Brand USA website,
- b. Public relations – messaging through Brand USA global PR network, including in market representation firms,
- c. Participating in international trade shows to promote travel to U.S. destinations and to encourage traffic to the Brand USA website,
- d. Undertaking consumer and trade advertising,
- e. Developing publications, websites, and other media for use in priority feeder markets,
- f. Undertaking strategic partnerships with companies in the travel business, trade associations representing companies in the travel industry, U.S. travel destinations for marketing activities to drive inbound business from international feeder markets to the USA, including participating in joint trade missions and other events to target potential travelers, travel agents and other travel companies.
- g. Sponsoring of trade events or activities conducted or managed by companies in the travel business, trade associations representing companies in the travel industry and/or travel destinations, and by government offices or sponsored entities operated to promote travel to a U.S. destination.

Partner agrees to contribute Two Hundred and Fifty Thousand Dollars (\$250,000) to Brand USA to support the international marketing activities of Brand USA. Brand USA agrees that the contribution will be used for the benefit of the parties to this agreement in a variety of advertising mediums, targeting travelers in fiscal year 2018 ("general limitations").

Any limitations on cash contributions must be consistent with the Travel Promotion Act of 2009 (P.L. 111-145), as amended, and any other applicable Federal statute. Brand USA will







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consult with Partner regarding these recommendations, but Brand USA may, at its sole discretion, elect to not use the contribution in accordance with these recommendations.

The contributed funds are nonrefundable, unless they cannot be used for their intended purpose. Contributions to Brand USA are not tax deductible as charitable contributions. The Partner may provide additional funds in the future, but is not obligated to do so.

By signing below the Partner grants a limited, nonexclusive, nontransferable, nonassignable, and nonsublicensable license to Brand USA to use the Partner logos, trademarks, and service marks (collectively the "Marks") in the Sponsored Marketing Program pursuant to the brand guidelines to be provided by Partner.

Brand USA acknowledges that it shall have no rights or interest in the Marks except as described in this letter. Brand USA may not use the Marks in any manner that is disparaging or that otherwise could reasonably be expected to have an adverse impact on the Partner goodwill, diminish its value, or the corporate image, business or reputation of the Partner. Brand USA will use the Marks in its international marketing of travel to the United States. The Partner shall have the right to terminate the license for violation of the brand guidelines.

This letter agreement is intended to constitute a binding agreement between the Partner and Brand USA. By signing below, the Partner affirms that, with regard to this contribution to the Corporation for Travel Promotion, there are no restrictions on how the Corporation may use the contribution, or any agreement or expectation of a specific benefit in return, except as stated herein.

Sincerely,

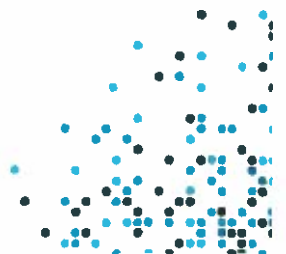
\_\_\_\_\_  
Christopher L. Thompson  
President & CEO  
Brand USA

Date: \_\_\_\_\_

**ACKNOWLEDGED AND AGREED PARTNER**

By \_\_\_\_\_  
Nevada Division of Tourism

Title \_\_\_\_\_ Date: \_\_\_\_\_









STRATEGY PLANNER-

Nevada Department of Tourism

2-Aug-17

TARGET COUNTRIES				
LOA amount and Month				
FY 2015 \$150K (August)				
FY 2014 \$150K (Sept )				
FY 2013 \$150K (June)				
Remaining Balance Aug. 2, 2017				
FY 2018 \$250K (August)				
Confirmed			Partner Cost	Cost if Contracted without Brand USA
Inspiration Guide	Jan - Dec 2018	The guide goes out to multiple travel agents from different countries and is translated in 13 languages. A tool to attract visitors from the most valuable international markets.	\$ 27,900.00	39,760
Experience Pages	Jan - Dec 2018	A total of 5 experience pages will be added to the TravelNevada visittheusa.com website. The pages will focus on 5 different itineraries each complimenting 5 participating partner territories.	\$ 17,500.00	98,000
GoUSA.cn Page	Jan - Dec 2018	To enhance TravelNevada exposure in China with Brand USA supported efforts	\$ 7,500.00	30,500
Australia Multichannel Media - Miles	Sept - Nov 2017	4 week digital campaign with a customized call to action step with Adventure World and Expedia. Half page advertorial in Travel USA, The Sunday Times and The Sunday Telegraph.	\$ 21,850.00	\$65,550
China Multichannel Media - Miles	May - July 2018	A 3 month digital advertising with WeChat & Weibo, print advertising on Travel USA. C Trip flagship store promotion	\$ 25,000.00	75,000
India Multichannel Media - Miles	Feb - March 2018	Six week content traffic generation campaign. full page advertorials with GQ, Lonely Planet and Conde Nast Traveler 6,000/1,875,000 guarantee impressions. Call to action with Expedia	\$ 20,500.00	61,500
Mexico Multi-Channel or Televisa		A media partnership with Televisa and a sales call to action with Expedia.	\$ 29,500.00	88,500
Thomas Cook	April - May 2018	A new multi-channel marketing platform in conjunction with Thomas Cook first party data. Placing Nevada promotions in front of the consumer while consumers plan their travel.	\$ 30,000.00	260,000



STA	April - May 2018	STA consumers are millennial travelers, the campaign will enhance our millennial outreach by having store displays, advertising impressions, and 3 weekly newsletters for 3 markets.	\$ 20,000.00	275,000
PriceTravel Co-op with RSCVA	Sept - Dec 2017	The Co-op will be part of a major sales push with Reno, Tahoe and Volaris. Social media and in store advertising will be done with PriceTravel and Best Day	\$ 8,500.00	10,000
Rocketfuel	Jan - Mar 2018	Rocketfuel will use our story telling videos in South Korea and France. Rocketfuel is a media platform that feeds videos to multiple international websites.	\$ 14,250.00	42,750
Canada Expedia Campaign	Jan - Mar 2018	TravelNevada will be partnering with Expedia in Canada to create an advertising campaign	\$ 10,000.00	16,000
Brand USA Sales Missions & FAMS	Jan - Dec 2018	TravelNevada will partner with Brand USA on international Sales Missions and FAMS to enhance exposure and generate leads.	\$ 15,500.00	15,500
USA Discovery Program	Jan - Dec 2018	Tour Operators will be part of an extensive online training and will earn a badge based on their knowledge of Nevada.	\$ 2,000.00	2000
<b>Total</b>			\$ 250,000.00	1,080,060
<b>Future Consideration</b>			<b>Approx.</b>	<b>Value</b>
TripAdvisor			TBD	
TravelZoo			TBD	
<b>Total LOA</b>			\$250,00.00	





VisitTheUSA.com

## TravelNevada FY'18 Plan

Foundation Building		Program Value	State Investment
1	Inspiration Guide 2018	\$ 39,760	\$ 27,900
5	Experience Pages: 1 per territory; partner pays 1/2	\$ 98,000	\$ 17,500
<b>Marketing - Canada</b>			
	Expedia Campagin	\$ 16,000	\$ 10,000
<b>Marketing - UK</b>			
	Thomas Cook (pending results from FY'17)	\$ 260,000	\$ 30,000
<b>Marketing - Mexico</b>			
	Mexico Multi-Channel - Tier 2, Spring '18 or Televisa, Fall '17	\$ 88,500	\$ 29,500
	Price Travel Coop (w/ RSVA, SLT, NLT)	\$ 10,000	\$ 8,500.00
<b>Marketing - Australia</b>			
	Australia Multi-Channel - Tier 2, Fall '17	\$ 65,550	\$ 21,850
	STA Travel (pending results from FY'17)	\$ 275,000	\$ 20,000
<b>Marketing - India</b>			
	India Multi-Channel - Tier 2, Winter	\$ 61,500	\$ 20,500
<b>Marketing - China</b>			
	China Multi-Channel - Tier 2, Spring	\$ 75,000	\$ 25,000
	GoUSA.cn page renewal	\$ 30,500	\$ 7,500
<b>Marketing - other countries</b>			
	Rocketfuel: Choose market (S. Korea, France)	\$ 42,750	\$ 14,250
	Affinity Programs: Typically \$10K minimum		
	Tripadvisor		
	Expedia		
	Sojern		
	Adara		
	TravelZoo		
<b>Travel Trade</b>			
	Sales Missions & FAMs	\$ 15,500	\$ 15,500
	USA Discovery Program (Renewal)	\$ 2,000	\$ 2,000
	<b>Grand Total</b>	<b>\$ 1,080,060</b>	<b>\$ 250,000</b>



**NEVADA DIVISION OF TOURISM  
PROPOSED SHOW SCHEDULE FY18**

**DOMESTIC:**

LVCVA Sales Mission Houston – Dallas	July 31 – August 4, 2017	Sylvia Welsh
RSCVA Sales Mission Portland – Seattle	August 14 – 18, 2017	Sylvia Welsh
ASTA – San Diego	August, 2017	Sylvia Welsh
San Diego Sales Event/ NV Roadshow	September 21-22, 2017	Sylvia /Teri
Travel Industry Exchange – New Orleans	October 12 – 14, 2017	Sylvia Welsh
Mark Travel Summit – Cancun	October 26 – 29, 2017	Sylvia Welsh
Travel Exchange - San Antonio	December 14 – 19, 2017	Sylvia Welsh
ABA – Charlotte	January 25 – 30, 2018	Sylvia Welsh
CCRA—Las Vegas	April 8 – 11, 2018	Sylvia Welsh
Boise Sales Event	May, 2018	Sylvia/Teri
GTM West – Las Vegas	May 15 – 17, 2018	Sylvia Welsh

**DOMESTIC INTERNATIONAL:**

Go West Summit	January 14 - 19, 2018	David Lusvardi
RTO Summit West – Los Angeles	February 20-22, 2018	David Lusvardi
IPW – Denver	May 19 -23, 2018	All
LVCVA Asian Receptive Event - Las Vegas	November 16 – 19, 2017	Sylvia Welsh

**CANADA:**

Western Canada Sales Mission	October 2 – 5, 2017	Christian Passink
Canadian Sales Mission /Adventure Elevate	March 7 – 14, 2018	Teri Laursen

**CHINA:**

Active America China—Receptive Edition	September 13 – 14, 2017	Sylvia Welsh
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**INDIA:**

India Sales Mission	September 7 – 16, 2017	Teri/Sylvia
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**AUSTRALIA:**

LVCVA Australia Sales Mission	October 15 - 25, 2017	David Lusvardi
Visit USA Expo Australia	February, 2018	David/Teri

**EUROPE:**

WTM – London	November 5 – 11, 2017	Christian Passink
USA Travel Show – Copenhagen, Denmark	March 4 – 5, 2018	Christian Passink
ITB – Berlin	March 7 – 11, 2018	Christian Passink
UK Sales Mission	April 22 – 28, 2018	Christian/Teri

**LATIN AMERICA:**

Governor’s South America Trade Mission	July 17 – 28, 2017	Teri Laursen
Cita de las Americas - St Petersburg	August 29 – 31, 2017	David Lusvardi
LVCVA South America Sales Mission/Gramado	November 1 – 13, 2017	David Lusvardi
LVCVA Mexico Sales Mission	January 21 – 27, 2018	David Lusvardi







Nevada Division of Tourism Proposed Show Schedule FY18

DATE	SHOW	MARKET	REPRESENTATIVE	DESCRIPTION	KPI
July 17 - 28, 2017	Governor's South America Trade Mission	International	Terl Laursen	TravelNevada along with Nevada partners participated in the Governor's Trade Mission to South America July 17 - 28th. The mission included sales presentations, product trainings, sales calls and meetings with key wholesale travel agencies and international tour operators in Panama, Colombia and Chile. Jeff Civilico, a well-known Las Vegas entertainer joined the mission in Santiago during the Governor's reception. Key players met during this mission will be invited to join TravelNevada during the Governor's Global Tourism Summit to be held in Las Vegas in December.	Drive International Visitation/Boost Partnerships
July 31 - August 4, 2017	LVCVA Sales Mission Houston - Dallas	Domestic	Sylvia Welsh	Support to LVCVA on their sales mission to Houston and Dallas, Texas. 180 top producing agents and BDM's attending 4 separate events in 2 cities. In addition, the LVCVA has made office visit appointments with AAA Texas, Vacations to Go Call Center, Getaroom.com, Rovia Travel and Rudi Steele.	Amplify Domestic Sales and Marketing/ Boost Partnerships
August 14 - 18, 2017	RSCVA Sales Mission Portland - Seattle	Domestic	Sylvia Welsh	Support to our Reno/Tahoe partners on their sales mission to Portland and Seattle. 4 networking events are scheduled with BDM's, agents and VP's. In addition, sales calls will be made to area agents.	Boost Partnerships/Amplify Domestic Sales and Marketing
August 27 - 29, 2017	ASTA - San Diego	Domestic	Sylvia Welsh	ASTA's members represent 80 percent of all travel sold in the United States through the travel agency distribution channel. Together with hundreds of internationally based members, it is the leading global advocate for travel agents, the travel industry and the traveling public. ASTA's history of travel industry advocacy traces back to its founding in 1931 when it launched with the mission to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. This is an appointment based show in San Diego that agents must pay to attend. We will have the opportunity to select agents to meet with and attend a number of networking events.	Amplify Domestic Sales and Marketing
August 29 - 31, 2017	La Cita de las Americas - St. Petersburg	International	David Lusvardi	TravelNevada will be attending this Travel Trade show August 29 - 31, 2017 which focuses on the Latin American market. Key operators will be attending from most Latin countries. This is an appointment show, allowing face to face meetings with the travel buyers. This will allow TravelNevada to have discussions to make new connections and increase business from the Latin Market. Leads will be generated and sent to our Nevada partners following the event.	Drive International Visitation/Boost Partnerships
September 7 - 16, 2017	India Sales Mission	International	Terl Laursen/Sylvia Welsh	Brand USA plans a sixth Sales Mission to India providing an appropriate platform for U.S. DMOs and suppliers to interact directly with tour operators, airline representatives, travel agents, incentive and meeting agents, and media. Previous Sales Mission participants have successfully expanded their footprint in India and this trend will continue through the 2017 Brand USA India Sales Mission. In addition to returning to Mumbai and New Delhi, the 2017 mission includes Chennai, bringing even more opportunities for you to meet with top travel buyers - including tour operators, travel agents, incentive and meeting agents, and the media.	Drive International Visitation

September 13 - 14, 2017	Active America China- Receptive Edition	International	David Lusvardi	This show allows every registered attendee to make a 3-5 minute presentation to the entire group of international operators then meet face to face with ALL operators in the afternoon in a round-robin fashion. The following day attendees will participate in field trips to four Tour Operator offices.	Boost Partnerships/Amplify Domestic Sales and Marketing
September 21 - 22, 2017	San Diego Sales Blitz/ NV roadshow	Domestic	Sylvia Welsh/ Teri Laursen	This is an opportunity for Nevada partners to join us in San Diego for a trade/media event at the Gaslamp Plaza. The networking event will be followed by a 2-stop radio remote with Hwy Radio offering Virtual Reality experiences, Nevada prizes, giveaways, celebrity sightings and much more.	Drive international Visitation
October 2 - 5, 2017	Western Canada Sales Mission	Domestic International	Christian Passink	TravelNevada will be joining the Las Vegas Convention and Visitors Authority for the Western Canada Sales Mission being held October 2 <sup>nd</sup> - 5 <sup>th</sup> 2017. For this sales mission we will be visiting the key Western Canadian primary and secondary feeder markets of Winnipeg, Edmonton, Vancouver and Victoria, British Columbia. Canada is the number one international market for Nevada, so we would like to build on this success. The goal for this event is for TravelNevada and its participating Industry Partners to have the opportunity to meet with and deliver in-depth statewide product knowledge of Nevada to the top selling travel consultants, agents and partners in Western Canada.	Drive International Visitation/Boost Partnerships
October 12 - 14, 2017	Travel Industry Exchange - New Orleans	Domestic	Sylvia Welsh	Hosted in New Orleans, the Travel Industry Exchange is the top travel trade show on the leisure side. There will be over 9 hours of dedicated face time with sellers of travel. Agents are vetted and sell over 1 million a year. We have the opportunity to meet with 35 top producing agents serious about their business.	Amplify Domestic Sales and Marketing
October 15 - 25, 2017	LVCVA Australia Sales Mission	International	David Lusvardi	TravelNevada will be participating with the Las Vegas Convention and Visitors Authority to Auckland, Sydney and Melbourne October 15-25, 2017. Highlights will include sales agent trainings, media/sales events, sales calls to key operator offices, contacts with airlines that serve our market. Our goal is to increase the awareness of what Nevada has to offer to this market, including fly/drive programs, ski and winter products, and inclusion in Western U.S. itineraries. Leads will be generated and shared with our Nevada partners following this sales mission.	Drive international Visitation
October 26 - 29, 2017	Mark Travel Summit - Cancun	Domestic	Sylvia Welsh	Mark Travel is the parent company to Funjet, Southwest Vacations, American Airlines Vacations, United Vacations and Blue Sky. This is the number one portal for leisure agents to book air, hotel and activity packages to Nevada. The LVCVA is a large sponsor for this "by invitation only" agent event. 800 invited agents come to Cancun for 3 days of trainings, tradeshow and networking. This is considered the Elite event. Both Reno and Las Vegas are attending this year.	Amplify Domestic Sales and Marketing
November 1 - 13, 2017	LVCVA South America Sales Mission/Gramdo	International	David Lusvardi	TravelNevada will be joining the Las Vegas Convention and Visitors Authority for the South America Sales Mission to Santiago, Chile and Buenos Aires, Argentina, and attend the travel show in Gramado, Brazil, November 1-12, 2017. This sales mission will include sales training to key travel companies, sales/media events, presentations to travel agents and sharing materials at the travel show, and key meetings with wholesale companies and airlines. We have the goal of strengthening existing relationships with operators and building new business with potential travel companies. Leads will be shared with Nevada partners following the sales mission.	Drive international Visitation

November 5 - 11, 2017	WTM - London	International	Christian Passink	World Travel Market London is the leading global event for the United Kingdom's travel industry and is an extremely important event for us to help promote Nevada to this very important market for the state of Nevada. November 6 <sup>th</sup> -8 <sup>th</sup> TravelNevada will be a co-exhibitor with the Las Vegas Convention and Visitors Authority. Along with our in-country representative, we will have a full schedule of quality one-on-one appointments with the leading tour operators in the U.K. Our goal for this event is to find and meet with new buyers, to get actionable marketing proposals from the tour operators, strengthen existing relationships and generate high quality leads for our Nevada Industry Partners.	Drive International Visitation/Boost Partnerships
November 16 - 19, 2017	LVCVA Asian Receptive Event	Domestic International	Sylvia Welsh	Travel Nevada will attend the LVCVA's annual receptive event marketing to Asian tour operators. The annual event invites 60-100 incoming tour operators for a 3 day event. Suppliers are able to visit with all receptives and discuss products, events and opportunities on a one on one basis.	Drive International Visitation
December 14 - 19, 2017	Travel Exchange - San Antonio	Domestic	Sylvia Welsh	In San Antonio, DMO delegates have 10-minute prescheduled appointments with buyers in the Destination Pavilion, which is designed by region and country. DMOs are seated in booths with buyers visiting them for their appointments. In addition TravelNevada will have the option of making appointments with over 400 tour operators who attend.	Amplify Domestic Sales and Marketing
January 14 - 19, 2018	Go West Summit	Domestic International	David Lusvardi	TravelNevada will attend Go West Summit January 16-19, 2018 in Salt Lake City, UT. Since Reno hosted this event in 2017, this will be a good chance to follow up and build upon their experience in Nevada the previous year. We hosted 5 FAM trips in Nevada, as well as 1-day adventure trip itineraries around the Reno/Lake Tahoe area as part of the conference last year. The attendees at this show are from many different countries who book travel to the Western U.S. This is an appointment show, so leads will be generated from the meetings with these international travel buyers. The leads will be shares with our Nevada partners.	Drive International Visitation
January 25 - 30, 2018	ABA - Charlotte	Domestic	Sylvia Welsh	Every year, ABA welcomes over 3,500 tour and motorcoach operators along with travel industry professionals to attend this show. In addition to educational seminars and trainings, Travel Nevada will access the appointment system and conduct business appointments with qualified professionals and decision makers. This year, ABA will be in Charlotte, North Carolina.	Amplify Domestic Sales and Marketing
January 21 - 27, 2018	LVCVA Mexico Sales Mission	International	David Lusvardi	TravelNevada will attend the Las Vegas Convention and Visitors Authority annual sales mission to Mexico *on January 21 - 27, 2018. This usually includes visits to three key cities within Mexico, with sales trainings to key operators, evening events to host clients, and appointments with wholesale, retail, airline and media contacts. Mexico is a strong market for Nevada with non-stop flights from several cities to Las Vegas and Reno. We will seek new partnerships and promotional opportunities with the Mexican operators. Leads will be sent following this sales mission.	Drive International Visitation
February 2018	Visit USA Expo Australia	International	David Lusvardi/ Teri Laursen	TravelNevada will be participating with Brand USA in the sales trade and media events in Sydney and Auckland in February, 2018. These includes appointments with key buyers and media for each market. This is a great place to showcase what is new and fresh in Nevada and gain attention with these outlets. During the appointments and supporting events, it will be our goal to create more awareness for Nevada and add interest as a travel destination. Leads will be generated and share with Nevada partners after the event.	Drive International Visitation

February 20 - 22, 2018	RTO Summit West - Los Angeles	Domestic International	David Lusvardi	North American Journeys hosts this show (Receptive Tour Operators—West) each year in the Los Angeles area. They also host RTO—East each year. We attend West one year, and East the next. This is an appointment show where we meet with receptive tour operators that bring international business into the U.S. It is an excellent arena to showcase what Nevada has to offer to our international visitors. Our goal is to strengthen existing relationships and create new interest for Nevada with the travel buyers. Leads will be generated and shared with our Nevada partners following the event.	Drive International Visitation
March 4 - 5, 2018	USA Travel Show - Copenhagen, Denmark	International	Christian Passink	TravelNevada will attend Discover America's USA Travel Show 2018 held in Copenhagen, Denmark held before ITB Berlin on March 4 <sup>th</sup> - 5 <sup>th</sup> 2018. This is the largest USA travel show in Scandinavia and the premiere event for Discover America Denmark. They continue to beat their registrations year after year in both buyers and suppliers as well as for media for this event. Last year there was a total of 242 participants from the Nordic countries. 184 from the trade side and 58 members of the media. This event is the best opportunity to make an impact and raise awareness of Nevada to the Nordic countries in this emerging market for Nevada. We have attended this show in previous years and have had a lot of positive feedback. Our goal is to stay top of mind for the Nordic tour operators, maintain and establish new relationships and provide new leads for our Industry Partners.	Drive International Visitation/Boost Partnerships
March 7 - 14, 2018	Canadian Sales Mission/Adventure Elevate	Domestic International	Teri Laursen	AdventureELEVATE is an annual North America-based two-day intensive educational and networking conference that brings together thought-leaders and practitioners for inspiration, education and insights into the trends that shape our industry year-round. Like our popular Adventure Travel World Summit, ELEVATE has keynote speakers, concurrent sessions on technology, marketing and operations specific to adventure, and plenty of fun and fruitful creative networking sessions. A different destination in the U.S. or Canada is chosen to host ELEVATE each year.	Drive International Visitation/Boost Partnerships
March 7 - 11, 2018	ITB - Berlin	International	Christian Passink	TravelNevada will once again be a co-exhibitor with the Las Vegas Convention and Visitors Authority at ITB Berlin March 7 <sup>th</sup> - 11 <sup>th</sup> 2018. ITB Berlin is the world's leading travel trade show and is a must to attend the event each year for the Nevada Division of Tourism. TravelNevada staff will be joined by our in-country representative to have one-on-one appointments with the top tour operators from German speaking Europe and around the world. Attending ITB Berlin helps us accomplish our goal to educate, develop new product, obtain marketing proposals and establish relationships with the key tour operators from Europe. TravelNevada always maintains a full schedule of appointments therefore this trade show is also a good generator of leads for our industry partners to take advantage of.	Drive International Visitation/Boost Partnerships
April 8 - 11, 2018	CCRA - Las Vegas	Domestic	Sylvia Welsh	Local show focusing on the home based travel agent and independent contractors. This show is the only way to access the agent who is based at home. Both a tradeshow and a round-table opportunity is offered. The round table will allow us to present to 10 agents per table for 10 minutes. This is a day-long event followed by tradeshow.	Amplify Domestic Sales and Marketing

April 22 - 28, 2018	UK Sales Mission	International	Christian Passink/Teri Laursen	TravelNevada is pleased to announce that they will be leading a Sales Mission to the United Kingdom mid-April 2018. Highlights of this sales mission include sales agent training events in Glasgow, Scotland, Manchester and London, England as well as a media brunch that will be held in London as well. The goal of this sales mission is to use the expertise of our in-country rep firm to organize training sessions and media events with the leading tour operators and travel professionals in each city to provide our Nevada Tourism Partners with an opportunity to directly influence these key decision makers.	Drive International Visitation/Boost Partnerships
May 2018	Boise Blitz	Domestic	Sylvia Welsh/ Teri Laursen	TravelNevada is coordinating a sales event at the Idaho Penitentiary for agents, BDMs and Media. The sales event will be open to our partners to showcase Nevada.	Boost Partnerships/Amplify Domestic Sales and Marketing
May 15 - 17, 2018	GTM West - Las Vegas	Domestic	Sylvia Welsh	GTM is an elite, appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in powerhouse face-to-face meetings and exclusive boardroom sessions. This boutique-style event in Las Vegas provides a unique and interactive platform that supports the best sellers in the business, encouraging them to expand their supplier portfolio and grow	Amplify Domestic Sales and Marketing
May 19 - 23, 2018	IPW - Denver	Domestic International	All	U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. This show will support our efforts to raise awareness of Nevada as a tourism destination with identified international markets.	Drive International Visitation

