

BRAND EVOLUTION

CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Onboard new Chief Marketing Officer				
Perform competitive audit (external).				
Utilize assets to widen campaign branding.		Phase 2		
Develop and release Recreate Responsibly creative.				
Launch 2021 campaign.				
Perform creative audit (internal).		Phase 2		
Plan photo and video shoots to produce assets to incorporate "Weirdest, Wildest West."				
Revise IME to include brand perception questions.				
Review grant process and begin making updates for second cycle 2022 release.				
Look at partners outside of traditional hospitality and tourism partners (ie charging stations, hiking shoes).				
Consider one "big idea" per category that has brand alignment.				
Identify needs for sales and international offices for collateral and creative assets.				
Meet with international market managers to ensure the compliance of brand standards during FY planning.				
Meet with TAC to establish best practices in fulfilling statewide brand expectations.				
Coordinate staff meeting and brand activity workshop.				
Develop and release Integrated Agency RFPs.				
Refine website creative where needed for ongoing brand development				
Release hybrid Nevada Magazine and Visitor Guide.				

Complete
Ongoing
Planned

DESTINATION DEVELOPMENT

CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Onboard new Chief Industry Development Officer.	Complete			
Road trip to DMOs throughout state.	Complete	Ongoing		
Grant cycle awards - Lincoln County logo, etc.	Complete			
Confirm budgets for ongoing DD program.		Ongoing		
Update and post Destination Development position.		Ongoing		
Review application process.		Ongoing	Ongoing	
Follow up with LCAT on logo re-development.		Ongoing		
Rural Roundup planning and execution.		Ongoing	Ongoing	
Release RFP for program facilitation.		Ongoing	Ongoing	
Open grant application cycle.			Planned	Planned
Work with Lincoln County on follow up at Rural Roundup. Provide summary of program and status, include economic impact.			Planned	Planned

Complete
Ongoing
Planned

VISITOR EXPERIENCE

CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Attend DMO meetings.				
Continue attending DMO meetings and develop plan to honestly and critically assess each				
Develop Rural Roundup sessions.				
Research diversity programs and speakers.				
Establish web series for training purposes.				
Develop points system/barter/FAM plan.				
Develop sensitivity training workshops for local communities.				
Assist communities with conducting visitor sentiment studies to gauge consumer satisfaction.				
Engage hospitality interns from UNLV and TMCC.				
Expand involvement in Las Vegas' Hospitality Heroes program.				
Work to develop hospitatlity recognition program.				

Complete
Ongoing
Planned

INDUSTRY RELATIONS

CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Onboard Chief Industry Development Officer.				
Road trip visit throughout state.				
Release monthly and quarterly newsletters.				
Release/award FY22 grants.				
Work with The Abbi Agency on industry communications plan.				
Work with The Abbi Agency on DTCA communications plan.				
Audit all DTCA sites.				
Revise industry communications email template.				
Research platforms for more robust/useful CRM process.				
Review TravelNevada.biz for updates.				
Review and determine new co-opportunities for FY23.				
Refresh TravelNevada.biz				
Develop matrix/rubric for grant review process.				
Launch social media calendar for Industry channels.				
Maintain membership and board level support of the Reno Air Service Corporation (RASC) meetings and continue to promote Reno Tahoe International Airport (RNO) and align our domestic efforts with their marketing strategy whenever possible.				

Complete
Ongoing
Planned

DISCOVER YOUR NEVADA



CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Produce one new story per month.				
Place new media buy for FY22.				
Launch FY22 campaign.				
Complete added value/residual/make goods from FY21.				
Develop 2022 Gift Guide.				
Plan 2022 content/strategy.				
Introductory calls for CMO/media partners.				
Outreach to partners for Only-in-Nevada deals.				
Release new paid search campaigns for winter.				
Social planning for enhancement of hashtag and Nevada audience.				
Local media pitches for gift guide.				
Outreach to other state agencies for collaboration.				
Develop and release a re-engagement/ re-targeting outreach plan.				
Strategize robust Spanish-language plan.				
Determine FY23 partnerships with influencers, other agencies and partners.				
Develop FY23 media plan.				

Complete
Ongoing
Planned

DOMESTIC MARKET DEVELOPMENT

CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Perform competitive audit and market viability report. (external)				
Meet with new contacts at IPW.				
Launch FY22 campaign.				
Update contact lists.				
Outreach to car rental companies.				
Meet with urban partners on market outreach collaborations.				
Audit and identify needs for sales and international offices for collateral and creative assets.				
Plan 2022 show schedule.				
Attend domestic tradeshow (Go West, IITA, Connect West).				
Plan for new/emerging market outreach.				
Execute new/emerging market strategy.				

Complete
Ongoing
Planned

INTERNATIONAL MARKET DEVELOPMENT



CHECKLIST -Track activities	Q1	Q2	Q3	Q4
Meet with new contacts at IPW.				
Restart Canada contract; coordinate new LATAM contract.				
Prioritize and establish re-entry plan for return to markets.				
Identify needs for sales and international offices for collateral and creative assets.				
Meet with international market managers to ensure the compliance of brand standards during FY planning.				
Develop domestic receptive operator strategy.				
Brand USA LOA fulfillment - Six training webinars for Australia and New Zealand agents.				
Plan Canada and Mexico missions with partners.				
Plan West and East Coast receptive events with partners.				
Develop toolkit for international offices as they come back online.				
Develop and release RFPs as needed.				

Complete
Ongoing
Planned



TRAVEL NEVADA
Q1 Report
July – September 2021



TRAVEL NEVADA HIGHLIGHTS



Overarching Agency Initiatives

- Onboarded Chief Marketing Officer, Mikalee Byerman
- Onboarded Chief Industry Development Officer, Anton Eckert
- Launched FY21 branding and advertising campaign
- Attended ESTO 2021
- Began new initiative: Nevada Magazine & Visitor Guide



Owned Media

- New content included: Weird Nevada, Scenic Byways, Haunted Nevada, Fall Break, Legendary Nevadans, which was added to travel Nevada.com and used in e-newsletters and the DYN sponsored content initiatives
- Nearly 100 listings were optimized for SEO on TravelNevada.com
- Along with ongoing CRO (click rate optimization) analysis, progress was made on universal site search, My Visit progression, and new multi-media integration on TravelNevada.com
- Noble Studios efforts earned a SiteImprove score of 85.9% (benchmark is 82.8%)

Paid Media

- Launched branded landing pages to align with campaign
- Digital placements included Adara and Epsilon; multi-media sponsorships included Atlas Obscura (article), Culture Trip (three articles, custom illustration, one video, interactive map), Expedia (landing and gallery pages), Hulu, Lonely Planet (three articles, one video), Priceline (landing page and social components), Sunset (newsletter, display, native integration with social), Travel Mindset (influencers in market), TripAdvisor (road trips page with social component); DYN+ including Sactown and Sacramento Magazine; and new sports programs (Raiders, Sharks, Suns, Lakers)
- Pandora callout: Picon Punch podcast resulted in 1,283 streams in first 24 hours (double original count)!

TRAVEL NEVADA HIGHLIGHTS

Discover Your Nevada

- Produced seven e-newsletters, micro-targeting Nevadans (ex. Washoe County subscribers received messaging regarding Fall Break activities)
- Ran segments with Nevada Sports Net, featuring Highway 50 travels and Fall break ideas
- Partnered with Las Vegas Review-Journal, Reno Gazette-Journal, and Greenspun Media on sponsored content and digital takeovers
- Partnered with Best of Las Vegas on newly launched "Discover Your Nevada" category
- Launched monthly newspaper advertising for museums, giving an opportunity to all seven museums to communicate their monthly programming

Rural Marketing Grants

- In September, the Nevada Commission on Tourism approved \$730,547 in rural marketing grants

Domestic Efforts

- Travel Nevada, along with LVCVA and Brand USA, hosted the 51st IPW in Las Vegas September 20-23, 2021
- During the 3-day event, which is the largest travel industry tradeshow in the U.S., staff met with 158 tour operators, wholesalers, receptives, airlines, media, and marketing partners.
- Partnering with RSCVA, we hosted a pre-FAM with six tour operators and receptive agents from Mexico, the UK and domestically
- The Travel Nevada branded booth was shared with partners from RSCVA, the city of Henderson and the Elko CVA

International Efforts

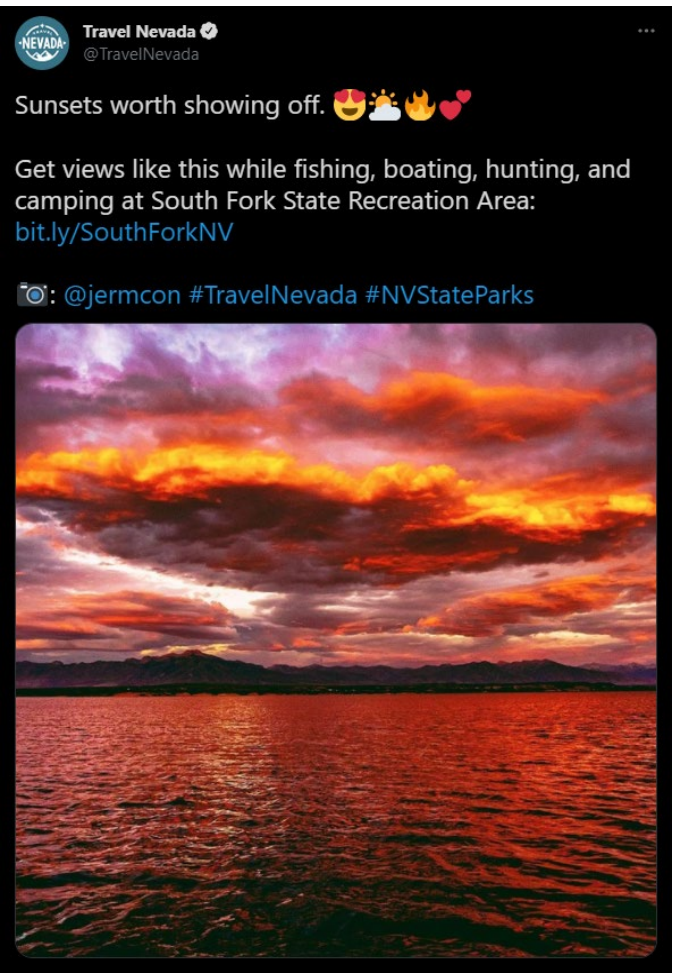
- In anticipation of the land border opening between the U.S. and Canada in early November, Travel Nevada resumed its contract with Reach Global in October to reignite marketing and sales activities to Canadians.
- After completing the RFP process for LATAM, Travel Nevada awarded our previous agency, GMS (Global Marketing & Sales) and contract work began shortly after.



Goal	July-September '21 Should be at 25%		FY 2022 KPI Goals and Targets
Primary KPIs Partner Referrals	37,567	36%	104,935 Accommodations, Things to Do, Outbound Partner Links, and Places
	Supporting KPIs		
Website Newsletter Signups	1,626	25%	6,500
Visitor Guide Form & e-Guide Downloads/Views	27,353	27%	101,000
	Supporting Metrics		
Rural Pageviews	352,951	26%	1,383,893
Paid Search Conversions	15,928	29%	55,000
Nevada Traffic	300,095	42%	703,412
	Baselining		
DYN Users	51,445	21%	250,000
Internal Links from Stories	21,523		Pure Baseline
Event Conversions	12,006		Pure Baseline, Tickets, Website Links, Phone Calls, and Emails

SOCIAL MEDIA HIGHLIGHTS

Travel Nevada gained more than 2,600 followers in FY21Q1.



South Fork Stuns (In More Ways Than One)

When Travel Nevada requested a user-generated photo of a fiery sunset at South Fork State Recreation Area, the team expected it to perform well – but it was a big surprise that it performed astoundingly well on Twitter! Facebook and Instagram generally drive higher impressions than Twitter, but this particular tweet blew all other organic social posts out of the water for the month of July. It received a total of 67,487 impressions, almost doubling the amount of impressions of the highest-performing Instagram post (37,338 impressions for [this lightning strike photo](#)). Mission accomplished for organically promoting a lesser-known Nevada State Park!



Making a Splash with DYN Ads

Promoting rural locales perfect for making a splash or raising a glass (and beating the high summer temperatures), Travel Nevada ran two "Discover Your Nevada" ads – one for southern Nevada and one for Northern Nevada – on both Facebook and Twitter. The content was a hit with Nevadans! Over the course of 11 days, between both channels, the four ads reached a total of 141,969 people and resulted in 283,501 impressions. Links were clicked a total of 1,791 times, and the ads received 15,253 total engagements.

SOCIAL MEDIA HIGHLIGHTS



Here in the Silver State, our quirks are our perks. Welcome to #WeirdNevada. 🤪 ✨



10:57 AM · 8/20/21 · Twitter for Advertisers

8 Retweets 38 Likes

Let's Get Weird

As part of the “Discover Your Nevada” campaign, Travel Nevada ran Facebook and Twitter ads centered on #WeirdNevada to both southern and northern Nevada audiences. In total, the four ads (two on each social network) brought in 269,152 impressions and 4,299 link clicks. While both features did well with Nevadans, the Las Vegas-centric story had the edge, driving 54% of impressions and 56% of link clicks.



Now through Aug. 29, head to the [Lost City Museum](#) and vote for your favorite Silver State artist's piece in the Hot & Dusty Fine Art Invitational: <https://bit.ly/lcmexhibit>
👉: “Sabbatical in Chicken-Suit Central” by Gig Depio / “Neon Gates” by Q’shaundra James / “A Forgotten Place” by Lynn Rigoni



Don't Be Tardy to the pARTy

Travel Nevada assisted the Lost City Museum in promoting its Hot & Dusty Fine Art Invitational, which showcased a dozen Silver State artists and their interpretations on a “Celebrate Nevada” theme. The Facebook ad for the event received 95,887 total impressions and 1,392 total link clicks, while four organic social posts (two on Facebook and two on Twitter) reached an additional 10,966 people on Facebook and 8,193 people on Twitter. While the closing reception was cancelled due to rising COVID-19 cases, optimism remains high that these pieces of content brought more people to the Lost City Museum!

SOCIAL MEDIA HIGHLIGHTS



Picture This

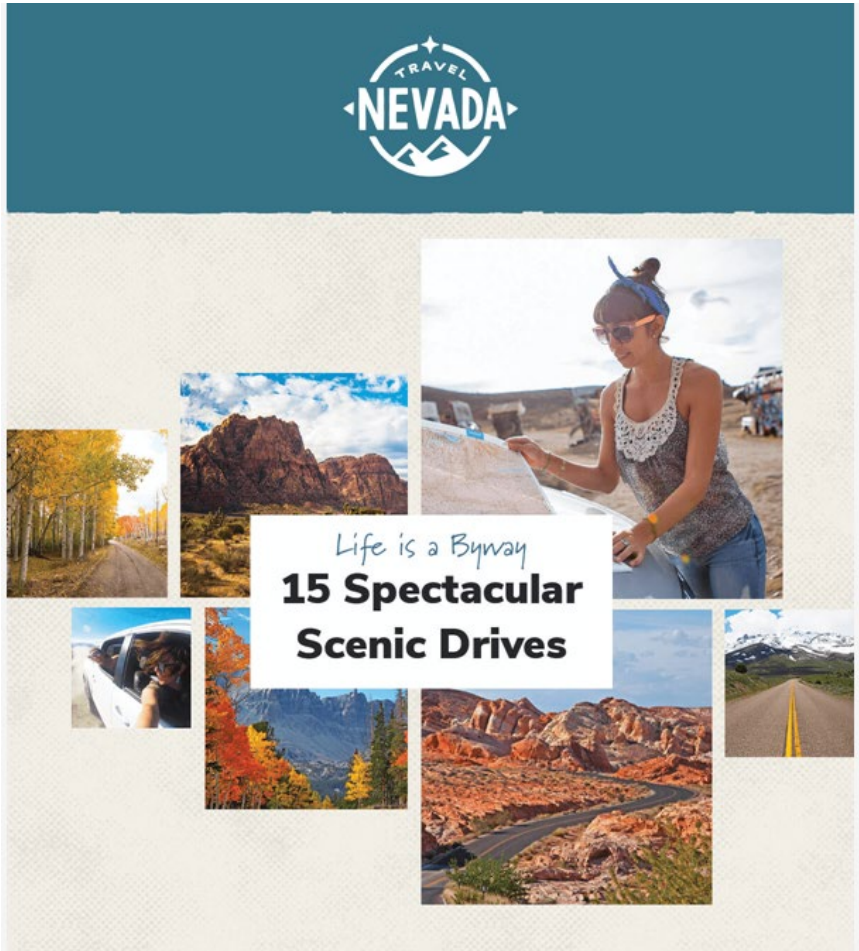
In support of Nevada's Bureau of Land Management, Travel Nevada ran a Facebook ad promoting the agency's annual calendar photography contest. Targeting in-state photographers and recreationalists, the ad brought in 134,165 total impressions and 1,746 total link clicks. Contacts at the BLM also reached out to note that the ad brought in an estimated 25 photo submissions, out of roughly 50 total images received!



Football (Giveaway) is Life

Inspired by two Silver State shoutouts in an episode of "Ted Lasso," Travel Nevada ran a social media giveaway for branded swag. Followers on Facebook, Twitter, and Instagram were asked to send an email and note what the two Nevada references were, and to tag a "Lasso-lovin' friend" in the comments. Between the three platforms, Travel Nevada reached 28,332 people and tallied 886 engagements, plus 17 contest entries as well. Five grand prize winners received boxes of Travel Nevada goodies, and the remaining entrants received Travel Nevada stickers.

E-MAIL HIGHLIGHTS



At a Glance

ALL AUDIENCES / ALL EMAIL

Comparison To Previous Quarter

Sent: 42 emails

Total sent: 389,297

Opens: 123,184

Open Rate: 31.71% +4.95% +18.50%

Clicks: 17,042

Click Rate: 4.39 +0.43% +10.86

Click-Thru Rate: 13.84% -0.95% +6.42

Unsub Rate: 0.30% -0.06% (16.67%)

HOW WE STACK UP THIS QUARTER -- [per Campaign Monitor industry averages]

Open Rate: Benchmark: 17.70% TN: 31.71%

Click Rate: Benchmark: 2.00% TN: 4.39%

Click-Thru: Benchmark: 11.50% TN: 13.84%

New Contacts

New Contacts: +3,614

New Out-of-State Contacts: +3,607

New NV Contacts: +7

Noteworthy

- Metrics continue to be amply above industry benchmarks
- Our content continues to be engaging—especially to our Nevada audience.
- Though numbers are stable, in the interest of avoiding complacency, it does inspire us to try some new tactics and formats to further engage our audiences in new ways in the coming quarter.

PRESS/EARNED HIGHLIGHTS

Neon signs and stunning scenery: fall is the perfect time for a road trip in Nevada

LONELY PLANET WRITER 3 SEPTEMBER 2021
Lonely Planet Writer



Selected Articles

- Loneliest Road's Anniversary

[Carson Now](#), [KTVN](#)

- [12 Top Dark Sky Parks in the U.S. | Travel | US News](#)

US News & World Report

- [Best Road Trips](#)

Lonely Planet

- [Best small US cities and towns for travelers who love the fall](#)

The Points Guy/MSN

- [Best Nachos in Every State](#)

Eat This, Not That!

- [An Otherworldly Four-Day Road Trip Through Nevada](#)

AARP

- [5 Cozy Fall Destinations in the West](#)

AAA Via

- [Multi-part podcast](#) (September 26, 2021)

The Informed Traveler

- [Best National Park in Every State](#)

Sherman's Travel

Media Outreach

- After a pause in our hosting program, Travel Nevada is sending "immersive boxes" for media to virtually experience one of our 10 branded Road trips
- Virtual briefings are conducted after receipt of each box, with the majority occurring in Q2.

FY22 vs FY21 vs FY20 vs Tourism Category 31 Expenditure as of 12/1/21

Category	Description	FY22	FY21	FY20
CAT 31	Promotion & Advertising			
	Legislative Authority Amount:	\$7,558,158.00	\$6,000,000.00	\$15,353,917.00
	YTD FY22 Spending as of 12/1/21	\$1,105,039.90	\$333,565.68	\$2,996,445.12
	Administrative:	\$102,588.21	\$3,172.62	\$163,420.05
	Marketing:	\$878,889.18	\$301,720.81	\$1,671,082.80
	Media/PR:	\$40,559.32	\$5,831.25	\$351,324.55
	Sales & Industry Partners:	\$55,014.94	\$2,815.00	\$646,495.72
	Research:	\$27,988.25	\$20,026.00	\$164,122.00
	Remaining Available Funds:	\$6,453,118.10		
	% Spent YTD:	15%	6%	20%

TOURISM DEVELOPMENT FUND (B/A 1522)
BUDGET SUMMARY
FY22 ACTUALS AS OF 11/23/21)

G.L.	DESCRIPTION	FY2022 YTD ACTUAL	FY2022 AUTHORITY
RECEIPTS & FUNDING			
2511	Balance Forward From Previous Year (Beginning Cash Balance)	6,522,257	6,522,257
2512	Balance Forward to New Year	0	0
3301	Lodging Tax	6,461,031	16,349,389
3700	Registration Fees	0	25,481
4201	Credit Card Rebate	3,578	0
4698	Trasnfer from Nevada Magazine	0	14,603
	Total Revenue	12,986,867	22,911,730
EXPENDITURES			
01	Personnel Services	640,554	2,673,108
02	Out-of-State Travel	6,016	24,154
03	In-State Travel	6,098	32,848
04	Operating	68,757	252,180
14	Outside Postage	8,774	92,667
21	Trans to Motion Pictures	243,031	583,275
26	Information Services	28,213	83,786
30	Training	0	3,095
31	Marketing/Advertising	1,105,040	7,558,158
35	Transfer to State Parks	0	0
40	Rural Grant Program	103,400	730,547
42	Governor's Washington Office	103,414	103,414
50	Tourism Development Grants	0	50,000
60	Lost City Museum	93,165	223,593
61	Nevada Historical Society	128,980	309,552
62	NV State Museum - Carson City	326,210	782,903
63	NV State Museum - Las Vegas	337,410	809,785
64	State Railroad Museums	256,170	614,810
65	Arts Council	483,855	1,161,248
66	Indian Commission	30,435	73,040
67	Division of Museums	119,090	285,813
68	Nevada Magazine	55,325	132,781
69	Stewart Living Legacy	70,980	170,347
82	DHRM Cost Allocation	5,049	10,098
87	Purchasing Assessment	38,125	76,249
88	State Cost Allocation	8,340	33,360
89	AG Cost Allocation Plan	715	1,430
	Total Expenditures	4,267,146	16,872,241
86	Reserve (Ending Cash Balance)	8,719,721	6,039,489
	Total Expenditures + Reserve	12,986,867	22,911,730
	Tourism Operating Budget	2,090,061	11,621,680
	Total Transfers	2,177,085	5,250,561



FY22 Room Tax Projections Update



Recent Headlines



SECTIONS

VOICES

RESEARCH

WEBINARS

EVENTS

LODGING

Potent Demand Spurs Another STR, Tourism Economics U.S. Hotel Forecast Boost



**American Airlines president
predicting demand to last into 2022
after US opens borders**



[Product Solutions](#) [About CoStar](#)

Hotel Executives Expect Business Travel To 'Roar Back' in 2022

Leisure Continues at Consistent Levels



Projection Assumptions

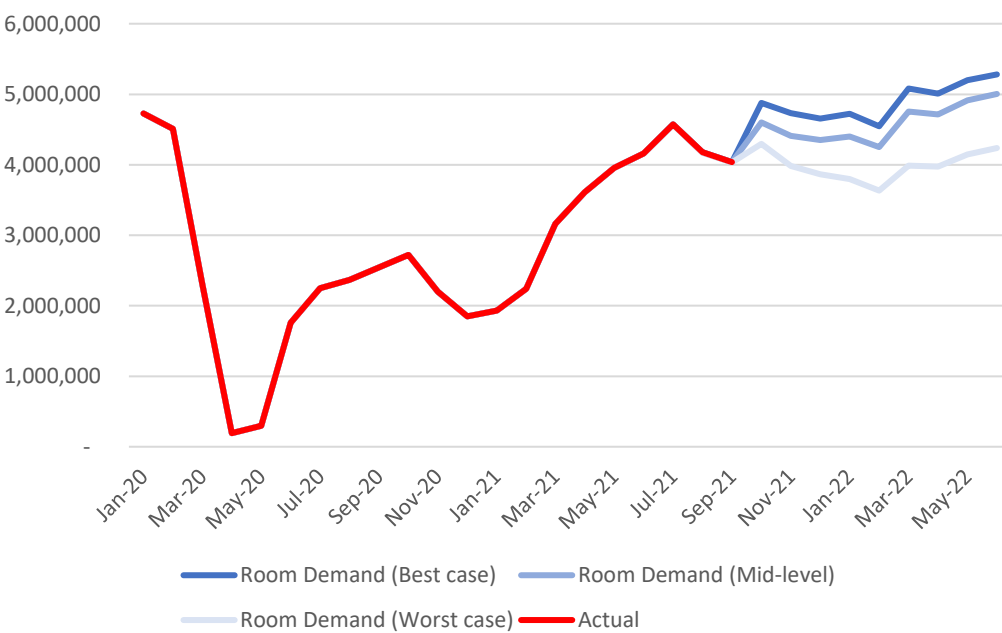
	Best-case	Mid-level	Worst-case
Health Situation	COVID-19 health situation improves or stays at manageable levels. Availability of vaccines and improvements in COVID-19 treatment options lead to COVID-19 becoming a small factor in travel decisions.	COVID-19 case levels may fluctuate during the course of the year, and though travelers may be concerned about contracting the virus, perception of the ability to travel safely stays at relatively high levels. COVID-19 becomes less of a concern to travelers than was evident during the height of the pandemic.	New variants of COVID emerge as vaccinations stall. This leads to rising case levels and worsening health metrics through the winter and into 2022. Health metrics fluctuate between periods of improvement and deterioration, but high levels of COVID transmission persist.
Travel Situation	As COVID-19 becomes less of a concern, travel demand and travel confidence follows suit. Room demand and other travel metrics such as airport passenger volumes, vehicle traffic and convention attendance surpass pre-pandemic levels at some point in calendar year 2022. Further, ADR remains well above pre-pandemic levels through FY23 as inflationary pressures do not wane.	Travel demand and traveler confidence continue gradual upward trajectory. Room demand and other travel metrics such as airport passenger volumes and convention attendance near or surpass pre-pandemic levels around the end of fiscal year 2023 while vehicle traffic continues to remain above pre-pandemic levels. ADR starts to gradually fall from elevated levels as inflationary pressures start to wane.	As health metrics fluctuate, travel confidence wanes and demand for travel falls in the winter months. As health metrics fluctuate, travel demand ebbs and flows through the end of FY23, and though demand remains at higher levels than was seen during the height of the pandemic, is fairly low compared to pre-pandemic periods. As demand for travel falls, ADR also falls below pre-pandemic levels as well.
By end of Biennium	By fiscal year 2022, room demand nears pre-pandemic levels in the state. ADR, which has been above pre-pandemic levels to start FY22, remains elevated throughout the fiscal year, leading to higher room tax collections than was seen prior to the pandemic.	By the end of the second quarter 2023 (end of fiscal year 2023), room demand has surpassed 2019 levels. ADR, which has been above pre-pandemic levels to start FY22, gradually comes down from current levels, but remains higher than was seen prior to the pandemic for the remainder of FY22. Room tax collections return to around pre-pandemic levels in FY22 and continue to gradually improve in FY23.	By the end of fiscal year 2023, room demand and average daily rate fall from current levels. As the public learns to live with high levels of COVID-19 transmission permanently, travel fails to recover to pre-pandemic levels through FY23.

Current Projections

Room Tax Scenarios



Room Demand Scenarios



Projection Breakdown – Mid-level Scenario

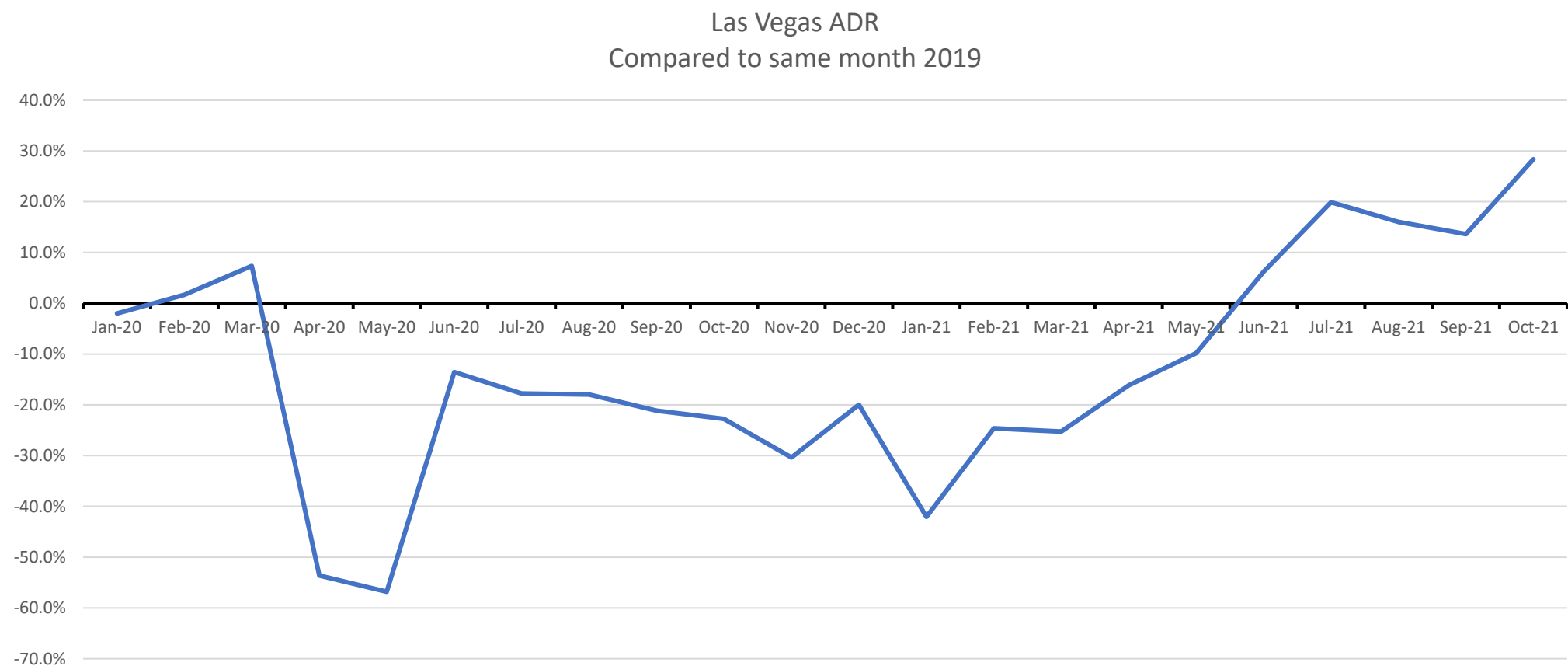
Month	Room Tax Collections	Room Demand
Jan-20	\$ 2,407,993	4,729,388
Feb-20	\$ 1,979,898	4,511,706
Mar-20	\$ 1,099,572	2,305,021
Apr-20	\$ 194,839	190,628
May-20	\$ 133,336	295,101
Jun-20	\$ 461,494	1,756,886
Jul-20	\$ 795,843	2,249,354
Aug-20	\$ 874,384	2,364,669
Sep-20	\$ 934,605	2,544,138
Oct-20	\$ 939,378	2,721,359
Nov-20	\$ 738,704	2,200,709
Dec-20	\$ 612,257	1,847,264
Jan-21	\$ 613,714	1,931,722
Feb-21	\$ 724,683	2,239,803
Mar-21	\$ 1,124,613	3,162,415
Apr-21	\$ 1,371,825	3,610,474
May-21	\$ 1,693,694	3,956,033
Jun-21	\$ 1,839,501	4,161,594
Jul-21	\$ 2,326,626	4,572,057
Aug-21	\$ 2,090,985	4,174,908
Sep-21	\$ 2,057,753	4,037,519
Oct-21	\$ 2,220,450	4,602,832
Nov-21	\$ 2,099,380	4,412,218
Dec-21	\$ 1,734,188	4,351,813
Jan-22	\$ 2,311,534	4,402,536
Feb-22	\$ 1,959,626	4,250,631
Mar-22	\$ 2,157,665	4,755,338
Apr-22	\$ 2,214,944	4,713,740
May-22	\$ 2,335,601	4,913,646
Jun-22	\$ 2,096,657	5,002,848

Projected amounts

Fiscal Year Totals

Fiscal Year	Room Tax Collections	Room Demand
FY19	\$25,079,061	55,772,038
FY20	\$19,088,134	42,036,841
FY21	\$12,263,201	33,204,046
FY22	\$25,605,409	51,709,250

What's changed



Source: LVCVA



Potential Risks

NEWS POLITICS COVID-19 U.S. NEWS WORLD OPINION BUSINESS

CORONAVIRUS

Will Covid variant omicron need a new vaccine? Time and data will tell

Manufacturers are already testing how their vaccines work against omicron.

AP Science Technology Business U.S. News World News Politics Entertainment Sports Oddities Lifestyle Health

1st US case of COVID omicron variant confirmed in California

 USA Today

How serious is omicron? It will take weeks to understand new coronavirus variant, experts say.